ShopFactory™ e-Flash

How to use 3D3's
ShopFactory e-Flash software to create
websites and e-commerce shops
in one or more languages

Please note:

**ShopFactory e-Flash is limited to 10
Products, 3 departments and 3 Pages.**

**Depending on the version of ShopFac-
tory or the extension programs you
own, some of the functions described in
this manual may not be available to you.**

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Maintain your orders securely and cost effectively – from anywhere.

If you have a shop on the Internet, you need a secure method to authorize payments, to track your resellers and to deal with orders quickly and easily.

Do you want to accept payments via credit cards such as Visa, Mastercard, Eurocard or AMEX and approve payments yourself? Or do you want them automatically approved for you? Do you want to keep track of your resellers, allow them to see how much they have sold, allow your customers to track their orders or even give them automatic access to soft goods such as electronic books or software immediately after the payment has been approved?

GlobeCharge was developed as a partner system for ShopFactory solutions – with your needs in mind. It is therefore ideally suited to take on these tasks.

Of course *GlobeCharge* also supports other payments such as COD, checks, purchase orders or virtually any other payment method you can think of.

Work with your orders from anywhere in the world. Normally you will authorize your payments yourself for the lowest possible rates. But you can of course also Authorize.Net, Planet Payment or WorldPay to have payments automatically approved and still use your own customized payment methods, which the real-time systems do not support.

Create order statistics to find out which products are your bestsellers, where most orders come from and more. Want to contact all customers who have purchased red wine from you to make them a special offer? Let GlobeCharge build an e-mail list from your orders to boost your marketing efforts. Or offer functions such as order tracking to your customers, to provide them with a better service. For a small monthly fee GlobeCharge puts you are in full control.

Check it out at

www.GlobeCharge.com

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1) Welcome

Thank you for selecting ShopFactory to create Internet shops and websites in one or more languages.

You have made a great choice and find yourself in good company.

Today ShopFactory is being used by shop-owners and professional website developers in 55 countries.

ShopFactory was the world's first do-it-yourself shop builder when it was invented in 1995, and has since then been published in 13 languages.

We have continuously developed and improved ShopFactory since its inception, and have won many awards around the world in return.

1.1 The Active Help

Apart from this manual, ShopFactory features an great active help function, which can demonstrate to you have to perform a specific task.

Whenever you are unsure how to perform a task, simply click on the Help menu of ShopFactory and launch the help function. Whenever you see a "Click Here" button, ShopFactory can demonstrate the task to you. Simply click on the button to see how it is done.

You can stop the task preview by clicking on the ESC button.

1.2 Support

If you have purchased ShopFactory, your reseller may be able to provide you with support. Check with them, if they have a support number.

You will also find answers to many support questions or place new support requests at http://www.shopfactory.com. Online forums allow you to exchange ideas and concepts with other ShopFactory users.

> **Please note:**
> **Depending on the version of ShopFactory you own, some of the functions described in this manual may not be available to you.**

2) Installing ShopFactory e-Flash

Please note:
To install ShopFactory e-Flash you must use the **Seven Digit Code installation code** supplied with the software. Without this code installation is not possible.

ShopFactory e-Flash is available either as a CD or it can be downloaded from the Internet. Depending on the version you have, the installation process is slightly different. However once you have started the installation program, simply follow instructions to install the program on your computer.

Please note that on some of the newer MS Windows operating systems, such as Windows 2000 or Windows XP you may have to log on as an Administrator to properly install the software.

2.1 Download Installation

If you have purchased ShopFactory on the Internet, you may have selected to buy it by download only, as this is a cheaper solution. Once your payment has been authorized, you will receive an email with a link to download ShopFactory. Click on this link to start downloading the software. Follow the *Download instructions* to ensure a successful download.

2.1.1 Download instructions
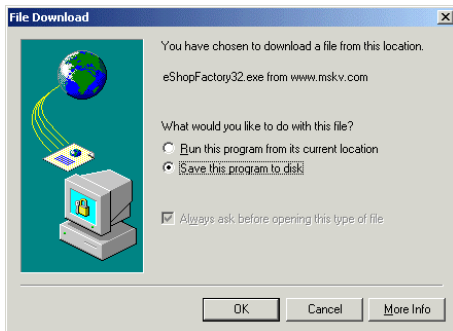
When you click on a download link at the end of these instructions, the "File Download" dialog will open in Windows.

Simply click on **OK**.
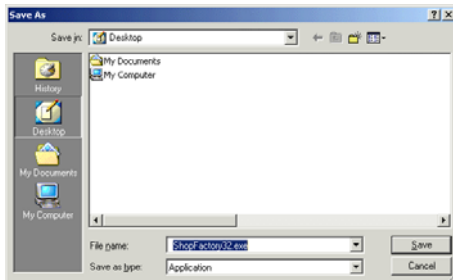
A *Save As* file menu opens. Click on the **Desktop Icon** to select your desktop.

Make sure to note down the name of the file.

Select **Save**.

The file will now be downloaded to your Desktop.
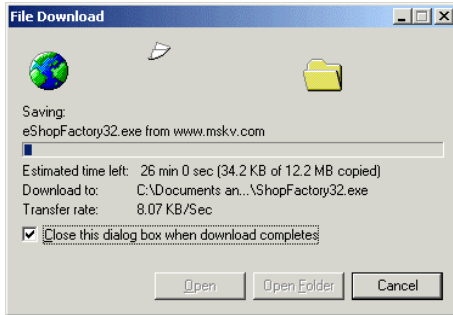
When it is downloaded completely, simply double click on the file on your Desktop to start the installation, and follow instructions.

You will then be able to start your ShopFactory program by selecting it in the Start menu of Windows, under Programs.

Note: If the installation program does not start after double clicking on it, or if you get an error message, the download may not have been successful and will need to be repeated.

2.2 CD purchase

If you have purchased a CD, simply place the CD in your CD-ROM drive. It will then start with the CD introduction. Simply start the installation by clicking on the program name.

If your CD does not automatically start, click on My Computer on your desktop and then double click on the CD-ROM drive to launch the CD introduction.

2.3 Registering ShopFactory

After you have installed ShopFactory, you must register it within 30 days, to be able to continue to run the software.

During the first 30 days before you have registered the software, this registration screen on the left comes up when starting ShopFactory. Simply click on the Start button to run ShopFactory before registration. You will get the password required to unlock once you register online.

To register the software, establish an Internet connection and then click on the Register button. This will connect you to the Registration page on the Internet.

| **Note:** |
| The password will be emailed to your email address. |

Also enter your email address. Please make sure the address is correct, as your unlock password will be sent to this email address.

If you have ShopFactory e-Flash you will also be asked for your GlobeCharge Account user name.

Then copy the e-mail address, the code and the password into the registration screen of ShopFactory and click on the **UNLOCK** button, to finalize the registration. Please remember to keep your registration code, as you will need it if you want to download ShopFactory again or if you want to download the latest release of your version of the software.

The Basics

2.4 Starting ShopFactory
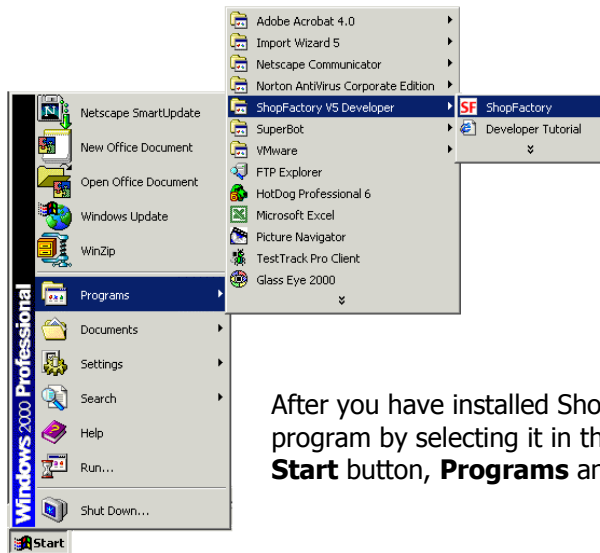
After you have installed ShopFactory, you will be able to start the program by selecting it in the Windows Start menu. Simply click on the **Start** button, **Programs** and then select ShopFactory.

2.5 The Launch wizard

By default ShopFactory starts with the launch wizard. Simply select the option you want to begin working while making your way through this wizard.

If you are new to ShopFactory, click on the Tutorial button. The interactive tutorial will show you how to perform the many functions of ShopFactory or how to create your first shop.

2.6 The ShopFactory desktop
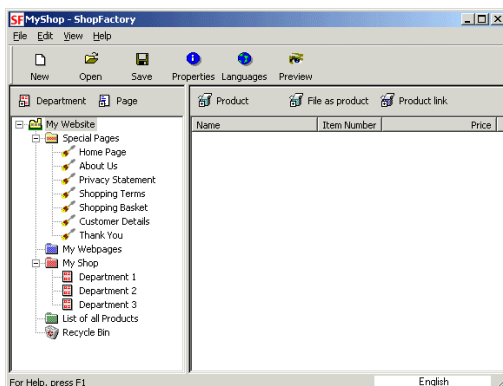
ShopFactory consists of three main areas: the toolbars, the department and pages tree window as well as the products list window. These allow you to see what you are doing as well as to launch various wizards which make creating the shop easy.

The displayed image is of the Developer version.

The Light version does not support **My Webpages**.

The buttons **Files as Products** and **Product Link** are only in the Developer version.

2.7 The toolbars

The toolbars allow you to launch a number of actions and wizards.
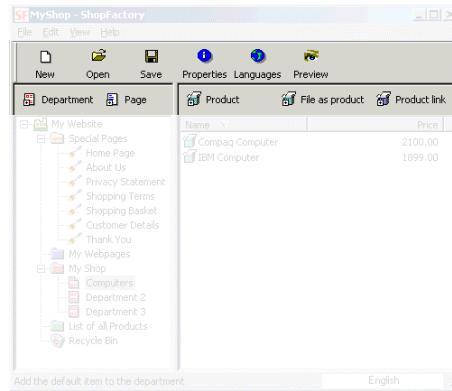
2.7.1 Main toolbar

☐	New	Creates a new shop
☞	Open	Opens an existing shop.
💾	Save	Save the shop you are working on.
ℹ	Properties	Launches Wizards to make shop and web site building or defining product properties easy.
🌐	Languages	Here you can select the language of your website to create different single language websites. With the LanguageLink add-on you can also enter information in multiple languages for a multilingual website.
📷	Preview	Preview your shop or publish it on your computer or on the Internet.

2.7.2 Add Items toolbar

🔲	Add a department	Adds a department to My Shop or to another department.
🔲	Add a page	Adds a page to My Webpages or to another page. You can not add pages to special pages.
🔲	Add a product	Adds a product to a department - either a single product or a number of image files you select to add as products
🔲	Add File as product	Adds one or more image files as products to a department – and uses the filename without extension as product name (Developer only).
🔲	Add a product Link	Adds a link to an existing product to a page (Developer only)

2.8 The pages and department tree
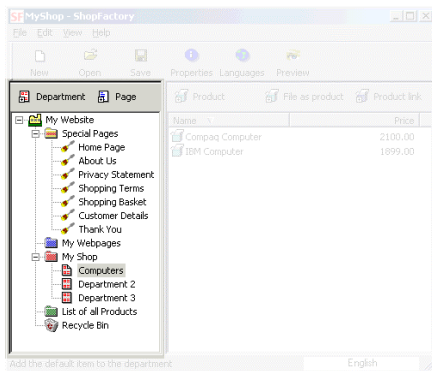
This tree allows you to control the structure of your website. It contains all your pages, special pages and departments of your website.

When you create your website structure, add to it or change it, this is where it is done.

2.8.1 Add a department or page

To add pages 🔲 or departments 🔳 click on the appropriate buttons of the Add Items toolbar. Note that you can only add pages to <u>My Webpages</u> and departments to <u>My Shop</u>.

2.8.2 Edit a page, special page or department

To edit a page 📄, a department 🔳 or special page 🖌, double click on the appropriate icon.

2.8.3 Delete a department

To delete a page 📄 or a department 🔳 select it by clicking on it, then use the Delete key of your keyboard. Note: You can **not** delete special pages 🖌 .

2.8.4 Move or sort pages and departments.

To rearrange your tree structure, click on a page or department icon and keep the mouse button pressed down – then drag the page into its new location. You can drag the icons up or down or onto another icon, so they become a sub-page or sup-department. You cannot move special pages. Pages must remain in My Webpages and departments must stay in My Shop.

2.8.5 The Structure Icons

⊞	View sub-pages or sub-departments	Whenever you see this symbol in the tree, there are sub-pages or sub-departments hidden. Click on the icon to see them. This makes maintenance of your website tree easier.
🏠	My Website	Double click on the icon to launch the Website setup Wizard. You can also click on the Properties button to do this or to access different functions of the website setup wizard.
📁	Special Pages	Contains special pages 🖌 which the website must identify - such as Homepage, Terms and Conditions – see <u>Special Pages</u>.
📁	My WebPages	Contains your web pages 📄.
📁	My Shop	Contains your shop departments 🔳.
📁	List of all Products	Contains all products. Products are added in departments. They are placed here, with an appropriate link in the department.
🗑	Recycle Bin	Contains the products deleted from the List of all Products.

2.9 The product area
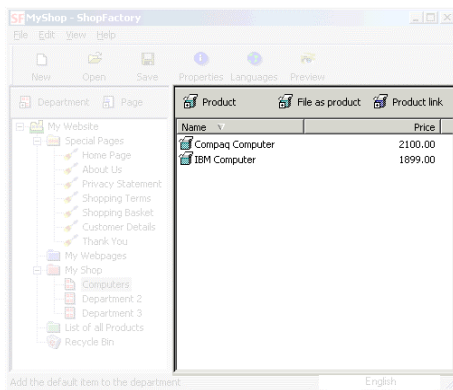
The larger right window contains all the product information.

Pages can in the developer version contain product information, which is linked to a department where a product can be purchased.

Products can only be purchased from departments.

To add products use the appropriate buttons. The edit a product, simply double click on it to launch the product wizard.
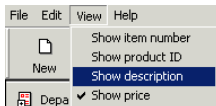
Tip:
To see more information about a product in the product window, click on the "View" menu. Then select the item you wish to add.

Tip:
To quickly change a price or a product name without the wizard, click on the name or product once, wait for a split second, and then click on it again. Now you will be able to change the information directly in the product area. To jump to the next field use TAB or the Up and Down arrows.

3) Entering and formatting text with Wysiwyg

When you open a ShopFactory Wizard, you can sometimes enter text in Wysiwyg mode – what you see is what you get. Whenever this mode is supported, a small toolbar opens below the text window once you have clicked on it. Simply select the text with your mouse, and then click on the appropriate button to get the required result.

See also *Copying information from HTML editors*, page 44 and *Copying text from Microsoft Word*, page 44

4) Getting Started

4.1 The Website Setup Wizard

When your start a new shop with the Launch Wizard, or when you double click on the My Website icon, the Website Wizard is started. You can also start it with the Properties button.

This Wizard combines a number of other wizard windows to allow you to quickly set up a shop.

To get started, filling in the main windows is enough.

4.2 Main Settings

4.2.1 Home Page
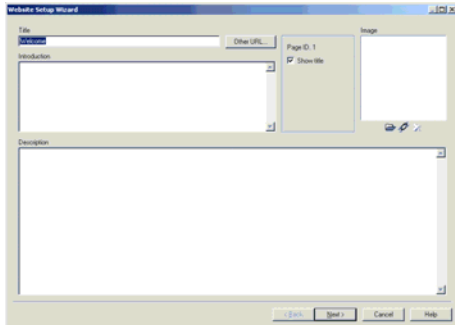
The information on this page is used to create the front – or Home Page of your website.

You can increase the size of this window by clicking on the ⌐|□|×⌐ icons in the upper right corner of the dialog.

See also *4.2.1Home Page*, page 14.

4.2.2 Select Website Theme
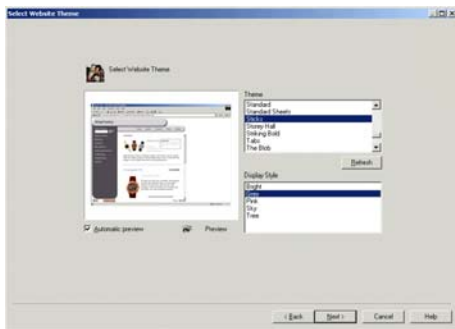
This dialog allows you to select the look of your website from up to 250 different website themes provided (Developer).

See also *Select Website Theme*, page 31 and *Customize Website Theme*, page 31

4.2.3 Provide company details
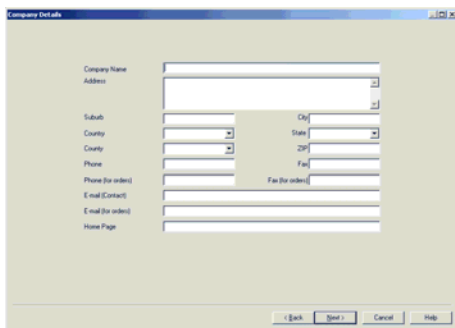
Simply enter the details of your business. At the very least you must enter the country in which your website is located.

Note: The location of your site is used for calculating taxes – so be sure the select the right country and state!

See also *About Us*, page 16.

4.2.4 Classify your site to make it easier to find
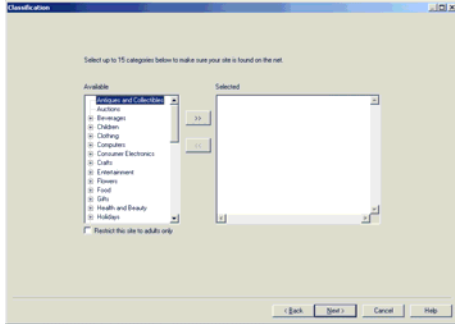
This wizard is designed to help your chances of being found on the Internet. Simply select up to 15 different classifications applying to you.

If you are unsure what to use, use the one most similar or add a main classification rather than a sub classification.

To view the sub classifications, click on the ⊞.

4.3 Optional Settings

These are the advanced Website settings, and you can leave them for later, if you wish.
To find out more about these advanced features, look at Shop wide Advanced Functions.

5) Preview your website

Once you have finished the Website Setup Wizard, you may want to check, what your website will look like. Simply click on the Preview button 📷 on the main toolbar and select "Preview your website".

ShopFactory will then start creating the website for you, and display it to you in a browser window. Depending on the size of your website and the speed of your computer, time to finalize this will vary.

6) Special Pages

Special Pages are pages which have been designated by us for specific tasks, and which the software must be able to identify to use them and place them correctly on your website. You cannot delete the pages, and you cannot add other Special Pages. However you can adjust their design or even replace some of these pages with your own - or switch off some pages.

6.1 Replace a special page with your own page – Other URL …

Some of the Special Pages such as the Home Page can be completely replaced with your own page. You can identify these pages by the *Other URL …* button next to the title field on the first page of the Wizard.

Simply create your own page with any HTML editor and upload the page and the images on it to the Internet. Then click on the *Other URL …* button and enter the Internet address of this page.

Until you undo this, you will only be able to change the title of the page, by which it is listed in your website's index. Any other information entered in this wizard, will be ignored. To undo it, simply click on the *Other URL …* button again and remove the URL.

ShopFactory will now call your own page from the Internet into your website, instead of creating its own page. Make sure the page address is correct for this to work.

6.2 Switch off a special page

Some special pages can be switched off completely. If this is possible, you will find a small checkbox with the term "Visible" next to it on the first page of the Special Page Wizard. Simple remove the tick from the check box.

6.3 Home Page

The Home Page is the first page your visitor will see, when arriving at your website. It should contain some information about what your website is all about, to make sure the customer does not leave before finding out what your site is all about.

6.4 About Us

On this page your visitor will find background information about your business, address details and contact information.

6.5 Privacy Statement

Here you should tell your visitor or customer what you are doing with information provided to you and how you are guarding their privacy.

6.6 Shopping Terms

This page is designed to provide your customers with the terms and conditions applying to buying from you – such as delivery terms or return of goods. Some countries require this information, but providing it will always make your customers feel more secure.

> **Tip:**
> You can force your customers to approve your terms and conditions before a purchase by selecting this option with the Properties button under *Other.* In some countries such as Germany this is a legal requirement. The option is therefore set to on by standard.

6.7 Shopping Basket

The shopping basket page will list the products being purchased by a customer. This dialog allows you to add a different image and some text to this page.

6.8 Customer Details

On the customer page customers enter their details. You can add an image and text to this page.

6.9 Thank You

This page appears, after a customer has ordered. You can add an image and text to this page.

> **Note:**
> The Thank You Page can only be seen after the website has been uploaded to the Internet. Otherwise this page is not accessible.

7) My Webpages

This folder contains all your website information pages. You cannot buy products from these pages, however you can link from these pages to products located in departments, depending on the ShopFactory version you have. Pages can only reside in My Webpages.

7.1 Adding Pages

Too add a page to My Webpages, click on My Webpages with your mouse to select it. Then click on the Add a Page ▣ button. To add a page to an already existing page, simply select the existing page instead of My Webpages. A page with the icon ⊞ contains other pages. Simply click on the ⊞ icon to see the other pages.
The *Add a Page Wizard* will start. Just fill in the information required to finalize adding the page. ShopFactory e-Flash is limited to 3 Pages.

7.2 Adding Product Links

In the Developer version you can add Product Links to pages in the same way as you can add products to a department. These links will show the product name and description, but do not have buy buttons. Instead they have a link to the department containing the product. This allows you to have links to special products referred to on a page. To do this, simply select the page, and then click on the ▣ *Product Link* button above the Products Window.

8) My Shop

This folder contains all your departments. Departments are pages, which contain your products to allow purchasing them. Departments can only reside in My Shop.

8.1 Adding Departments

To add a department to My Shop, click on My Shop with your mouse to select it. Then click on the Add a Department ▣ button. To add a department to an already existing department, simply select the existing department instead of My Shop. A department with the icon ⊞ contains other departments. Simply click on the ⊞ icon to see the other departments.
The *Add a Page Wizard* will start. Just fill in the information required to finalize adding the page. ShopFactory e-Flash is limited to 3 departments.

8.2 Adding Products

Products can only be contained in departments.

8.2.1 Add a product

To add a product to a department, select a department by clicking on it once. Then click on the
Add Product button above the products list window. The product wizard will start and allows you to provide all the product information required. See *Basic* Product settings on Page 23 for more details.
ShopFactory e-Flash is limited to 10 products.

8.2.2 Add file as product

This button in the developer version allows you to quickly add a number of images as products. Simply select the images with the file selector coming up. You can select multiple pictures by keeping the Ctrl button of the keyboard pressed down while clicking on the file names with your mouse. The file names without the extension will become the product names. To edit the other product properties, double click on a product icon or name in the Products list window to open the products wizard. See *Basic* Product settings on Page 23 for more details.

9) Basic Page, Department settings

For advanced functions see Advanced Functions for Pages, departments.

9.1 Title

The title is used not only at the top of a department but also to link to a department. Please enter only text in this field. Do not enter HTML code in the title field, as this may affect the functionalities of the shopping cart. It is far better to adjust the code of the template to do this, as this will then apply to all products. Please see the Developer Tutorial provided with the Developer version for more details on this.

9.2 Entering text

The text fields Introduction and Description allow entering formatted text. Please note we do not recommend copying text directly from Microsoft Word across. See *Entering and formatting text with Wysiwyg* on Page 13 for more details.

9.3 Introduction

The Introduction field on the first page of the Pages and Department wizards is used not only on the top of a page or department, but also if you link to them via the advanced department and pages function.
For more details see

Link to other pages, departments or products*.* page 21.

9.4 Replace a ShopFactory page with your own page – Other URL ...

This function is only available for pages. Please see *Replace a special page with your own page – Other URL ...*, page 15 for more details.

9.5 Switch off a page or department

Double click on a page or department in the department and pages tree, to launch its wizard. Remove the tick next to '*Visible*' by clicking on it. The page or department will no longer be shown in your website, until it is reactivated by placing the tick in the checkbox again. The icon representing the item in ShopFactory will change to reflect this.

If a page or department contains sub-pages or sub-departments, they will also not be shown.

9.6 Don't show a page or department title

Double click on a page in the department and pages tree, to launch the Page Wizard. Remove the tick in the checkbox next to 'Show title'. Now the title will not be shown as headline in the page or department created.

9.7 Link to a picture on the Internet

You can easily link to an image file located on another server for your page or department logo. Click on the ⬜🖉 ✂ link button under the Image window on the first page of the Page/Department Wizard and enter the Internet address of the image, so it can be retrieved by your website. ShopFactory does not check this address, so make sure it is correct.

9.8 Replace the main page image with your own HTML code

In some situations it can be extremely useful to replace the image with your own HTML code, for example when using applets for special effects. To do this click on the ⬜🖉 ✂ link button under the Image window on the first page of the Page or Department Wizard and select the Option In-sert this HTML code. This code will be placed as is onto your page instead of the HTML code which would have been used to link to an image.

10) Optional Page, Department settings

10.1 Select a design

With ShopFactory it is possible to apply different designs to your pages and departments. Double click on a page or department. Click *Next*. Click *Select a design*. Simply Select a design from the list and click on the OK button, to apply the design to the page or department.
The Refresh button below the list in the Developer version allows you to add your own page and department styles to the list.

10.1.1 *Change design of multiple sub-departments or sub-pages*

This function makes it easy to change the design of a complete branch of sub-departments or sub-pages contained in a department or page. Select the department or page containing the sub-pages or sub-departments you want to change. Follow the steps described in *Select a design* but before clicking on the OK button click on the checkbox *Apply to all sub-pages* to enable this function. Click OK, and all pages or departments on the levels below will also be adjusted with the design selection. See also *Shop wide* on Page 31 to see how to change the design for all departments and pages contained in your website at the same time

10.2 Customize a design
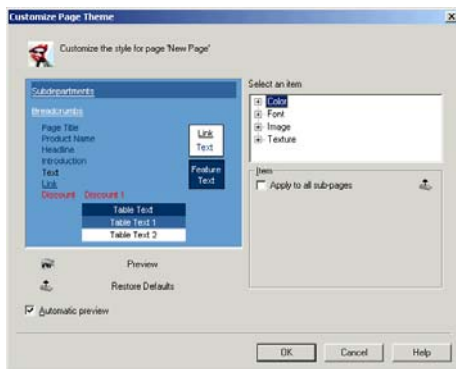
With ShopFactory it is possible to customize the design of each department or page with point and click ease. Double click on a page or department to launch the Wizard. Click *Next*. Click *Customize Design*.
You will now see the ShopFactory window, which allows you to control the customizations of departments and pages.

See also *Shop wide* on Page 31 to see how to customize the design for all departments and pages contained in your website at the same time

10.2.1 *Customize Color*

In 'Customize Design' click on the ⊞ next to *Color*. Select the item you want to change. In the item window you will now see the color button. Click on the color button 🎨 and select the color you want. If the item is listed in the preview window, you will now see the color of the item change in the preview window.

10.2.2 *Customize Font*

In 'Customize Design' click on the ⊞ next to *Font*. Select the item you want to change. In the item window you will now be able to change the font style and size.
The font size change is not currently reflected in the preview window.

10.2.3 *Use an image to link to a sub-department or page*
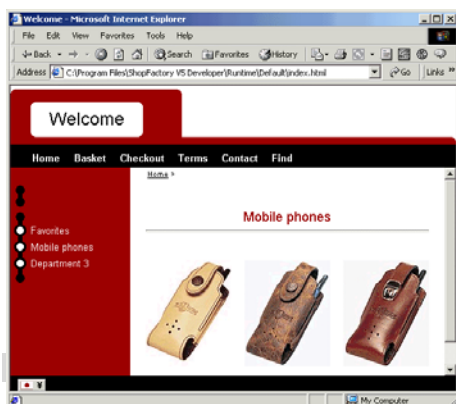
When linking to sub-departments, it can look much better if you use an image for the link to the sub-department, instead of text.

In the picture each of the phone holster images links to a different department.

In 'Customize Design' click on the ⊞ next to *Image*. Select *Page Link Image*. Select a small image. This will now be used on the department or page which links to this sub page or department. If you have multiple links it looks best, if all images have the same size.

10.2.4 Customize Texture

In 'Customize Design' click on the ⊞ next to Texture. Depending on which textures are available for the website theme you have selected, you will see different choices. Select your choice, and then select a texture.

10.2.5 Customize design of multiple sub-departments or sub-pages

This function makes it easy to customize the design of a complete branch of sub-departments or sub-pages contained in a department or page. Select the department or page containing the sub-pages or sub-departments you want to customize. Follow the steps described in *Customize a design* but before clicking on the OK button click on the checkbox *Apply to all sub-pages* to enable this function. Click OK, and all pages or departments on the levels below will also be customized. See also *Shop wide* on Page 31 to see how to customize all departments and pages contained in your website at the same time.

10.2.6 Limit products per department page

In 'Customize Design' click on the ⊞ next to *Products per Page*. Enter the number of products you want to display per page. If you have more products in a department then the preset number, then the department will automatically be split into multiple pages for faster downloading.

10.3 Link to other pages, departments or products
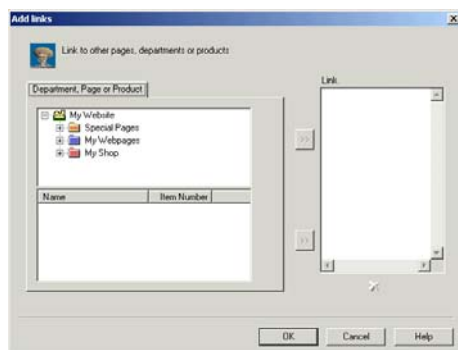
This function allows linking to products, pages or departments anywhere in the shop to show them in a highlighted box on the current page.

They will be shown in a highlight box on the page you are working on. In this highlight box you will find the name or title of the item you are linking to, and a short description, which is based on the Introduction of departments and pages and the Headline of products.

If no Introduction or Headline exists, only the title will be shown.

10.3.1 Linking from a page or department to other pages, special pages, departments or products

Select the function *Link to other pages, departments or products* from the Optional Settings of the page and department wizards. Click on the ⊞ next to My Shop or next to My Pages and locate the item you want to link. Select the item by clicking on it. Click on the button with the dark arrows ≫ to move the item into the Link window. Now the product title and the product headline

will be shown in the highlight box of this department. To remove an item from the Link window select it by clicking on it, then click on the ![x] button.

10.3.2 *Linking to special products, departments or pages from the Homepage*

See *Linking from a page or department to other pages, special pages, departments or products,* Page 21.

10.4 Add Banner Links
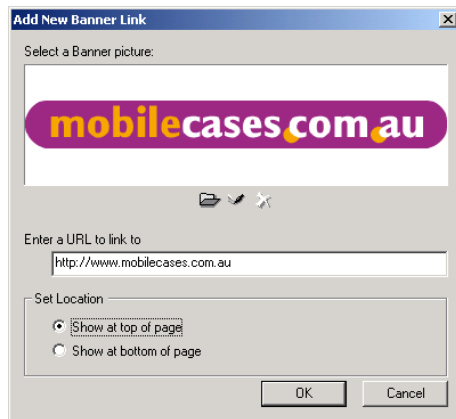
This function from the Optional Settings of the page and department wizards allows you to add as many banners as you like to your page or department. For each banner you can decide, if it will be shown on top or at the bottom of the page or department.

Click on the ![icon] button to add a new banner, and the dialog to the left appears. To include a banner, use the ![icon] button to locate the image on your computer.

Enter the URL to which you want this banner to link and select, if you want the image to appear on top or at the bottom of a page, then click OK.

10.5 Add HTML Code
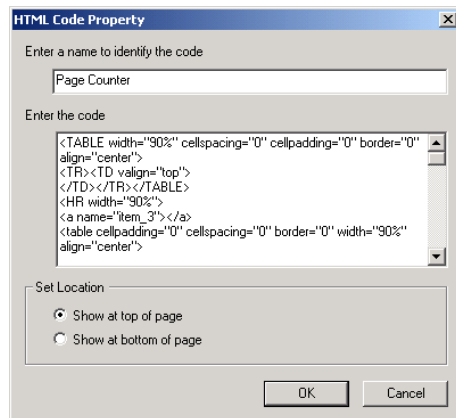
This function from the Optional Settings of the page and department wizards allows you to add instances of HTML code to the top or bottom of your page, for example banner links or reseller functions, hit counters or chat program integrations. For each HTML instance you can decide, if it will be shown on top or at the bottom of the page or department.

Click on the ![icon] button to add a HTML code, and the dialog to the left appears. To include HTML code, enter a name to recognize it by, then enter the code in the main window. Select, if you want the code to appear on top or at the bottom of a page, then click OK.
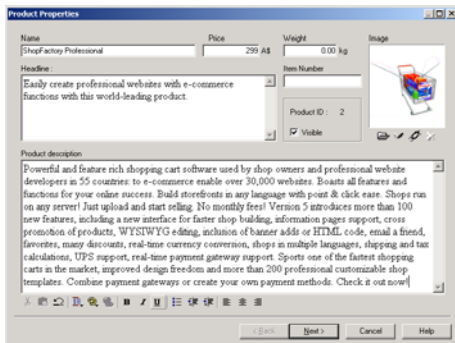
The page or department template used defines the exact location of the code. If a shop stops working after you have included some code, you should first remove the code again to see if it is the cause of the problem. This is especially relevant, if you are including JavaScript code.

10.6 Enter Detailed information for search engines (Meta tags)

Use this wizard to enter keywords and a description to your page or department. They will be displayed as an invisible Meta tag on your department or HTML page. These Meta tags are read by many search engines to rate your website for searches.

11) Basic Product settings

When you add a product, the Product Wizard is launched automatically. You can also launch it by double clicking on a product name. Product descriptions are placed on the department pages. Depending on the department style selected, not all information you provide will fit on the department page. In that case extra product files are generated – see also *Product files*, page 41.

The basic product settings are displayed on the first page of the product wizard, which is launched by double clicking on an existing product or by adding a new product. Simply enter the details as required by you.

Note:
If you link to a product from another department or page, the Name and Headline will be used to describe the product in the link. See

Link to other pages, departments or products, page 21.

11.1 Entering text

The fields Headline and Description allow entering formatted text. Please note we do not recommend copying text directly from Microsoft Word. See *Entering and formatting text with Wysiwyg* on Page 13 for more details and to see, how you can copy HTML

11.2 Name

Please enter only text in this field. Do not enter HTML code in name field, as this may affect the functionalities of the shopping cart. It is far better to adjust the code of the template to do this, as this will then apply to all products. Please see the Developer Tutorial provided with the Developer version for more details on this.

11.3 Weight

See also *Set up shop currencies and weight units*, page 32. If you are selling your product not by quantity, but by the meter, foot, or by other measures, then you can also adjust the quantity symbol for any product. See Product *Optional Product* Settings, *Other*, page 29.

11.4 Item Number

This is your product catalog number or item number by which you identify the product.

11.5 Product ID

The Product ID is set by ShopFactory, and is used by to identify the product not only by the editor, but also in the shop for all links to the product.

11.6 Visible

This function allows you to temporarily disable a product. Simply tick on the check box to change the setting.

11.7 Product image

To select a product image, click on the ⬚ button to browse for the image on your computer.
If the image is already on the Internet, click on the ✎ button, select the top radio button and enter the Internet address at which the image is located. You can also replace the image with your own HTML code, for example an applet or a special code required for your image.

✎   This button allows you to edit a selected image with the default picture editor on your computer. With the ✖ button you can remove the image or code selected.

To link your small image to a larger image or website, see *Link product to another file or web page*, page 25.

12)   Optional Product Settings

Optional Product settings are found as part of the product wizard, which is launched by double clicking on an existing product or by adding a new product.

12.1 Edit product options, choices and optional extras
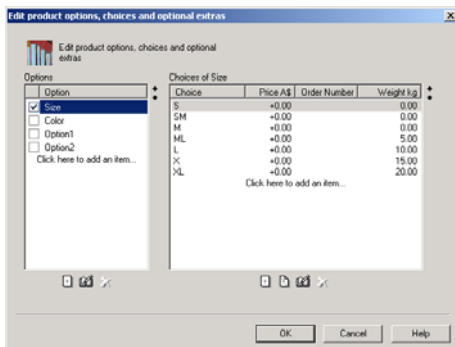
ShopFactory allows you to add product options such as sizes or extras, such as air conditioning for a car.

There is no limit as to how many options or choices you can add to a product.

You can also define how an option is displayed, and how the customer is to react to it. Does he have to select the option before being allowed to purchase? Does he have to enter text? The options and choices wizard makes it easy.

12.1.1 Add a new option

ShopFactory has four options preset – however they are provided as suggestions. To activate an option put a tick into the little checkbox next to the option name by clicking on it with your mouse.

To add a new option, simply click on the ▣ button underneath the Options window. This will launch the Add options wizard. Enter the name of the option, define what your customer should do and set if the option must be selected by the customer before he can purchase the product.

By default options do not have to be selected.

Then simply make your selections and define what you want the option to look like, until you get the *Add a choice* window. Choices are the selections contained in an option. For example if the Option is Size, then the choices could be *Small*, *Medium* and *Large*.

Each choice can have its own item number. An option can also affect the price of a product, making it more or less expensive; simply add a minus **-** in front of the choice price if selecting this choice reduces the price. Choices can also change the weight of a product for shipping cost calculations.

To delete an option or a choice, click on the appropriate ✖ button.

> **Tip:**
> If the base price of a product is 0, then only the prices of the options will be displayed.

> **Tip:**
> To quickly change a price or a choice name in the *Choices of* … window, click on the name or price once, wait for a split second, and then click on it again. Now you will be able to change the information. To jump to the next field use TAB or the Up and Down arrows. The same applies to the option names.

12.1.2 Sorting options and choices

To rearrange options or choices, select the option or choice by clicking on it. Then use the appropriate ⬍ button to change the position.

To edit options or choices, select them in the Options Wizard, then click on the appropriate 🖊 button. You can also double click on the name to launch the appropriate wizard.

12.1.3 Copying Options and Choices

See *Create a product template*, page 30.

12.2 Link product to another file or web page

This function allows you to link a product image to a larger product image, sound, video or other media file, or to link a product or product image to another HTML page.

In the department in your shop a link will appear with the product description, allowing customers to experience the linked file. Simply enter a URL for a file or page already on the Internet, or click on the 📂 button to select a file on your computer.

File formats available are for example jpg, gif, png, html, mp3, rm, mov, avi, wav and mid. This can be extended further to include several file formats which allow interactively looking at the products, such as Flash, Director, Cult 3D and others. For more details see http://www.shopfactory.com./ and enter the Shop.

12.3 Cross Promotion: list related products
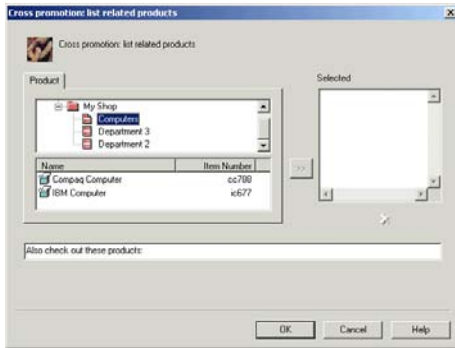
This function allows you to link a product to other products, which a customer may also be interested in – for example if a customer buys a hammer, nails could also be of interest. This cross promotion can be a very powerful tool to increase your sales.

Simply locate a department in the upper left window which contains the product, click on the product in the lower left window and then move it to the selected window by clicking on the ⟫ button. To delete a link to a product, select the product name in the "Selected" window and click on the ✖ button.

12.4 Add a longer description
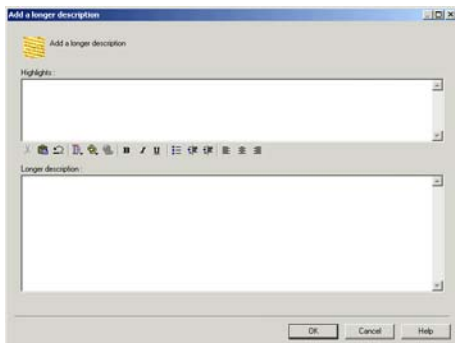
Here you can provide additional information on a product, which extends beyond the basic description.

Highlights end up in a special highlight box, although this depend on the department style selected.

The longer description simply is an extended description.

In most styles providing this information will create a special product file – see also *Product files*, page 41.

12.5 Add a list of features
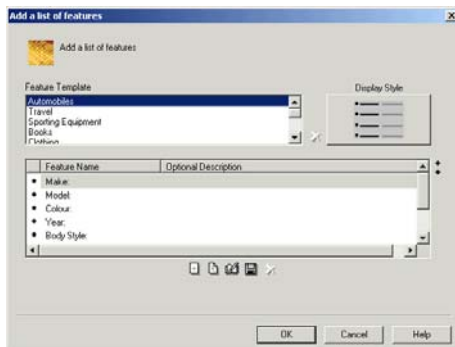
This is a great function if many of your products have similar features. For example if you sell cars, similar features could be make, model, color, year, body style.

Feature Templates for different functions are already provided – simply select a feature template from the list provided. Then click on the feature in the window below, click on the edit button and enter your information.

To quickly enter the information you can also click on the description field, wait a split second and click on it again, and then directly enter your feature description. To go to the next field, use the up and down arrows on your keyboard or the Tab key.

Of course you can also create your own feature templates or change the existing ones. Simply edit an existing list to suit your needs, and then click on the 💾 button to save it by giving it a name. Now you can use this list for all products.

The display style button allows you to select how the feature list is presented in your shop.

In most styles providing this information will create a special product file – see also *Product files*, page 41.

12.6 Add more images
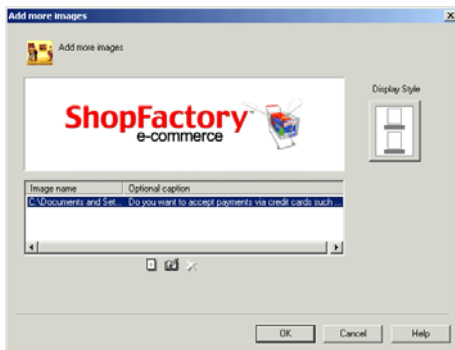
If you have to display more images for your product, this function allows you to provide additional images with descriptive captions.

Click on the 📄 to add an image, then click on the 📂 to browse for an image or use the ✏ button to link to a product already on the Internet or to enter your own HTML code instead of an image.

Enter your caption and select the display style to define, how extra images will be shown.

In most styles providing this information will create a special product file – see also *Product files*, page 41.

12.7 Set product discount

You can apply two types of discounts directly to a product: discount price and quantity discounts.

Only one of the two can apply at the same time.

| **Note:** |
| Product discounts are not applied to options. |

See also

Set up shop wide discounts, page 33 for shop wide discounts.

12.7.1 *Special Discount Message*

This field allows you to enter a special message to highlight a discounted product, such as "On special this week".

Of course you can also use this field without any discounts applying, but simply as a message to highlight the product.

12.7.2 *Discount Price*

Simply enter a lower price, and ShopFactory will use this price in the shop. The original price will also be shown to indicate the price reduction.

12.7.3 *Quantity discount*

Here you define the discount customers will get, if they order larger numbers of a product.

The more they order, the cheaper it gets. Simply define the product quantity range and the discount applying to the range.

Normally the first range of 0-10 for example would have 0 % discount applying for example. The second range could be 10-50 and have a 10% discount applied to it.

In this case a customer buying 9 products would get no discount, a customer buying 10 products would get 10% discount. Any customer ordering more than 50 products would also get a 10% discount, unless you have defined quantity ranges larger than 50.

Note:
Quantity discounts only apply to the main product price. The prices of options are not affected by the quantity discount.
The quantity discount will also apply, if you sell for example T-shirts in 10 different colors, and the customer selects 10 different colored T-shirts.

12.8 Define shipping costs for this product

This function allows you to enter shipping costs on a per product basis for your main shipping methods. You must enter the shipping costs for each shipping method you are offering. The default names of the shipping methods are Economy, Air and Express and can be changed. See *Set up shipping costs*, page 33.

Note:
Charges entered here will always be added to the shipping costs, even if you define shipping by weight or shipping by price in the Shipping wizard. This allows you to use these fields to define handling or packaging costs.

For more information, see *Set up shipping costs*, page 33. If the product costs need to vary for different regions you ship to, see *Enter Interstate or International Shipping costs*, page 35. The multiplications factor defined here also applies to shipping costs per product.

12.9 Set up local taxes

See *Setting up local taxes*, page 37

12.10 Other

The "Other" Wizard allows you to set a number of parameters to further define a product.

12.10.1 Product codes

These codes are designed to allow you to specify a product to identify product groupings. This will in the future allow you to automatically reorder products or change prices for specific product types or suppliers.

12.10.2 Stock control

This function allows you to manually control your stock and to set minimum and maximum order quantities. Simply enter the appropriate numbers, and your shop will make sure that a customer can not buy more or less products than you require. When you receive and approve an order, you can adjust the stock level, and publish the changes, to keep your stock level up to date.

12.10.3 Don't show add to basket button

This function stops the Add to basket button from being shown for this product. You can use it to display a product which is not currently for sale.

13) Copying and pasting products

Copying and pasting of products works in different ways, depending on how you copy and paste.

But first some basics: Products are not actually stored in departments - they are stored in the List of all Products, although you add products to departments and edit them from within departments.

In reality however the departments only contain links to the product. Therefore copying a product from one department to another actually copies only the link to the actual product into the second department.

Both departments then link to the same product in the List of All Products, and a change from either department will change the product properties of the product in the List of All Products. This change will be reflected in all departments, which link to this product. This is useful if you are listing the same product in several departments.

13.1 <u>Create a product template</u>

If you copy a product and then paste it into the same department, the product will be copied and a new product will be created with the same properties. This product can then be moved into a different department, by dropping and dragging it across, for example. This is useful if you want to create templates of products. Such product templates are useful for example if many products contain the same options and choices or features.

To do this, follow these steps:

1. Create the base product.
2. Select the base product by clicking on it with your mouse.
3. On you keyboard press the keys CTRL and C at the same time **or** right click on the product and select Copy.
4. Now on your keyboard press the key combination CTRL and V once for every product copy you want to create or click on the department name with the right mouse button and select paste for every product copy you want to create.

Simply create a base product with all the appropriate settings. Then copy the product by right clicking on the product and selecting copy. and paste the product in the same department as often as required. from which for example use the same options and choices, without having to enter options and choices again.

13.2 <u>Copy Product options and choices</u>

In some cases you may want to copy the options and choices of another product, so you do not have to add them to another product. The best way to do this is to create a product template – see *Create a product template*, page 30

14) List of all Products

The List of all Products contains all the products in your shop. While you add and edit your products seemingly in departments, the actual products end up in this list, and the department simply links to it.

Tip:
If you delete a product in a department, only the link will be deleted from the department. To completely delete a product and move it into the Recycle Bin, it must be deleted in the List of all Products. A product deleted here will be immediately removed from all departments listing it and is moved into the Recycle Bin.

15) Recycle Bin

The Recycle Bin contains all products deleted from the List of all Products. To permanently remove a product from your 3DC database, you must delete it from the Recycle Bin.

15.1.1 *Restoring a deleted product*

To restore a product from the Recycle Bin, click on the product with the right mouse button and select "Restore".

16) Shop wide Settings

These settings apply to you whole website or shop.

16.1 Website Setup Wizard

This launches the main website setup wizard, which runs through the most important dialogs to create a new website.

16.2 Select Website Theme
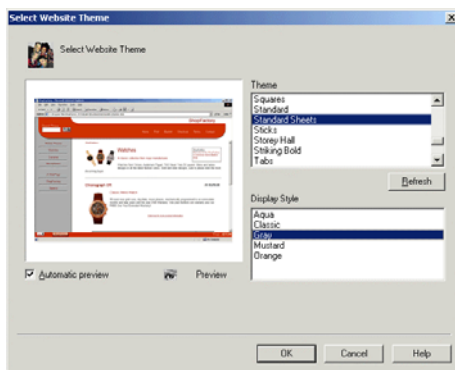
Use this function to change the theme you have selected for your website. In the themes window you select the main style, in the Display Style window you select variations of that style.

16.2.1 Refresh

The Developer version allows you to add your own Website themes for selection with ShopFactory. Click on the Refresh button, if you have added a new theme, to make sure it is listed in this window.

16.3 Customize Website Theme
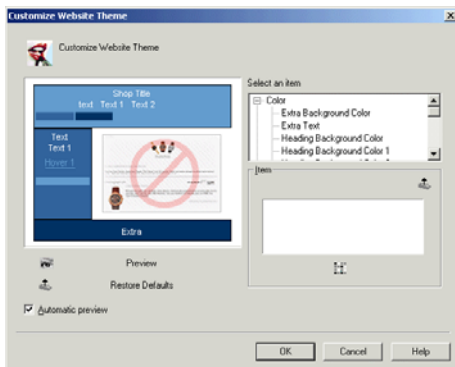
You can easily customize the website design. Please note that the website is divided into the design and page area. The pages, such as departments or information pages – can be customized either one by one or by using the _Customize page and department Styles_ function described on page 32.

To customize the website design click on the ⓘ button. Select Customize Website Design. Then select the item you want to change in the Select an item window and adjust the settings in the Item window.

To restore the defaults, click on the appropriate 🔼 button. There are some special settings.

16.3.1 Side frame options – Index width

This function of customize website design lets you set how wide the side index should be. This is useful if you are using longer words for example, to stop the scroll bar appearing at the bottom of the index.

16.3.2 Sub-department Styles

This function of customize website design lets you set how many sub-department links are shown next to each other, and if they should be shown above or below the department headline and description. See also *Use an image to link to a sub-department or page* on page 20, to find out how you can link to sub-departments with images instead of with text.

16.3.3 Images, Company Logo

This function of customize website design lets you change some preset images or add images to your website, such as a company logo. Click on the + next to Images to see, if there are any selections available.

16.4 Customize page and department Styles

If you want to change the style or design of all pages and departments in your website in one instance. You can also change the default setting for new pages and departments you create. Simply put a tick in the checkbox "Also *apply to ...*" to apply your new settings to all existing pages.

It works just like *Customize a design* on page 20, but will apply to all pages and departments in your shop, if you make this selection. Apart from customizing the styles, you can also change the style for all pages at the same time.

16.5 Entering your GlobeCharge User Name

Simple click on the Properties button of ShopFactory, then click on GlobeCharge and enter your user name in the appropriate field. To sign up with GlobeCharge, click on the GlobeCharge Sign Up button on the toolbar.

16.6 Set up shop currencies and weight units

This option allows you to set the default currency of your shop and a second one if you have international customers to make it easier for them.

You can also set the weight unit in this wizard for shipping cost calculations.

On the second page of this wizard you set the currencies for your international customers. Any currency in the right window can be selected by your customer to view prices in – much like taking a calculator into a shop when on holidays in a different country. If you do not want to support this function, simply remove all the currencies from the right window with the appropriate button.

> **Note:**
> If you are using a real-time payment gateway, which supports multiple currencies, make sure that only the supported currencies are listed in the right window.

16.7 Set up shop wide discounts

16.7.1 Shop wide discount

Enter a percentage and select this option with the appropriate button, and all products purchased by a customer will be reduced by the percentage amount you have entered. The shop will highlight the price reduction.

16.7.2 Purchase price discount

If you select this option you can set a discount being give to customers depending on how much they spend in your shop. The more they spend, the more discount you can offer to them.

16.7.3 Product discounts

See *Set product discount*, page 28.

16.8 Enter detailed information for search engines

Here you can enter a description as well as keywords, which will be added to your Website as Meta tags. Meta tags are special tags which are read by some search-engines to help them index your website. They are not normally visible to your customers.

> **Note:**
> Your description and keywords should reflect the contents of your website, as some search engines may otherwise strike you from their index.

16.9 Set up shipping costs

ShopFactory supports many ways to charge shipping costs to ensure there is a method that serves your needs.

16.9.1 Free Shipping

This is the base shipping method. You don't have to do anything to apply this.

16.9.2 One shipping price for all customers
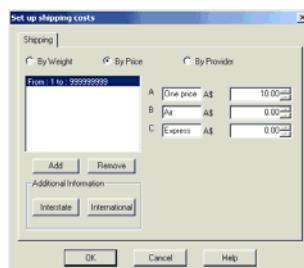
To charge the same shipping price to all customers, do as follows:

1. Select shipping by price.
2. Add a range with the Add button: 1-9999999
3. Click on the range created in the left window.
4. Enter a price for it in Economy in the now active price windows to the right.

To change the name of a shipping method, click on the name.

16.9.3 One shipping price, which differs depending on the region you ship to

There are two ways you can achieve this.

A: Best if you only have two or three regions to ship to.

1. Click on the Properties Button.
2. Select Set up shipping costs
3. Select shipping by price.
4. Add a single range with the Add button: 1-9999999
5. Click on the range created in the left window.
6. Click on Economy and rename it to your main region – for example United States
7. Click on Air and rename it – for example to Rest of the world
8. Click on each of the price fields and enter appropriate prices.

B: Allows setting up a flat shipping fee for up to three shipping methods and unlimited shipping regions

1. Click on the Properties Button.
2. Select Set up shipping costs
3. Select shipping by price.
4. Add a single range with the Add button: 1-9999999
5. Enter the fees you want to charge in your local area for each of the shipping methods you want to use
6. Click on the Interstate button (not need to use the international button)
7. Add as many regions as you need to set up
8. Click on the name of a region
9. Double click on the Shipping method – A x   B x or C x   to launch the Properties dialog

Enter a multiplication factor applying to this region. For example if shipping in your main area costs $10 and you want to charge $15 for the region you are working on, enter the multiplications factor 1.5

16.9.4 Enter Shipping Costs

This applies only to *Shipping by Price* or *Shipping by Weight*.

In the shipping wizard click on the Add Button to add price or weight ranges, such as 0-100, 100-200, 200-300 (**note the overlap!**). The last range should end with 99999999 (click on the small + button).
Click on a range you have created with the mouse.
Now you can enter the shipping rates applying to that range for each shipping method used.

If you do not want to use a shipping method, don't enter prices for it, and it will not be used. These price rates will be the lowest shipping rates you charge, for example for local delivery. See further down for international or Interstate charges.

To rename a shipping method click on its name and change it.

To charge one basic or a minimum-shipping fee to all customers, create a range of 0-99999999999 and enter the costs for it.

16.9.5 Shipping by Price

To charge shipping costs by price click on the By Price button.
Use the add button to enter price ranges. price ranges must overlaup, ie 0-100,100-200 and so on.
The last range must end with 99999999 (use + button)
Click on a range to enter shipping costs for it for the shipping methods you want to use.

16.9.6 Shipping by Weight

To charge shipping costs by weight click on the By Weight button.
Use the add button to enter weight ranges. Weight ranges must overlap, ie 0-10,10-20 and so on.
The last range must end with 99999999 (use + button)
Click on a range to enter shipping costs for it for the shipping methods you want to use.
You can set the weight unit used in the Shop Properties Wizard.

Only products, which have a weight assigned to them, will incur shipping costs. You can also assign a weight to options.

16.9.7 Enter Interstate or International Shipping costs

 First you must enter shipping costs (see *Enter Shipping Costs*, page 34)
Then click on the Interstate or International button of the Shipping Wizard.
Add regions with the Add button.
Click on a region to select it.
Enter a multiplication factor for each shipping method you are using, to calculate the shipping costs for that region by clicking on the multiplication factor and then on the properties button.
A, B and C represent the main 3 shipping methods in order.

Example:
Shipping in your state costs $10, as entered on the main page of the Wizard.
Shipping to another states costs $20
Therefore the multiplication factor is 2 (20:10=2).
Your shipping costs entered will now be multiplied with 2, to calculate the shipping costs to this region.

> **Tip:**
> To charge all customers outside your state the same rates, create a region called "*All other areas*".

If the multiplication method is not exact enough for your requirements, use *Shipping by Provider*, page 35, and create your own Shipping Tables.

16.9.8 Shipping by Provider - create unlimited shipping regions and methods with your own shipping charge tables

This method allows you to simply select a shipping provider included in the list, such as UPS to have shipping cost calculations based on the UPS rates – see

UPS, page 37, on how to set up UPS.

But ShopFactory goes much further and allows you to easily create your own shipping tables to reflect any shipping charges you want for unlimited shipping regions and unlimited shipping methods with any spreadsheet software program that can export comma-delimited files or with a text editor such as Notepad.

Shipping costs will be based on weight – so each product must have a weight defined.

First create a new folder in the ...\ShopFactory\Provider\ folder with the name of your provider, such as *My own tables*. Inside this folder you must create a second folder called **parseLang** (make sure only the L is capitalized!).

For each Shipping Method add a file with the pricing information to the **parseLang** folder. This file must have the name of the shipping method and the extension **shp**, for example **Same Day Delivery.shp**

Then, inside the file, simply list the costs as follows,

Region1,0-10=4,10-200=5,...
Region2,0-10=5,10-200=6,...

whereby **_Region_** is the region the products are shipped to,
_0-10_ is the weight range and
_=4_ is the shipping cost in the shop currency for the weight range.

The example in ShopFactory in the provider folder makes it clear - you can import it into Excel as a comma delimited file.

If you create the file for example in MS Excel, make sure to save it as comma delimited file (csv) and change its extension to **shp** to make things work after saving the file (click on the filename with the right mouse button , then click on rename).

To define overall handling costs, you can enter a price for handling costs in the Rates field in the shipping wizard - it will then be added to the shipping costs during calculation.

If a product requires special handling or packaging costs when combined with shipping by provider, then you can add these costs in the A shipping field in each product:

Double click on the product in Advanced Mode, click Next, Next and enter the handling costs for that product. Make sure the fields B and C have a value of 0 This function will only work, if the names of the shipping methods defined in the shipping/tax wizard are DIFFERENT from the ones you have used in your .shp shipping table if you have generated one. Just open the shipping/ tax wizard to change these names, if necessary.

Note:
If you open the example provided with ShopFactory in a spreadsheet tool such as Excel, make sure to import it as comma delimited file. Once imported, it must be listed in separate columns, or your file will not work.

16.9.9 UPS

You can now select shipping by provider - and in the USA and Puerto Rico this means you can select UPS to have shipping costs calculated by weight, based on the UPS shipping calculator.
Click on the Shipping/Tax button.
Select By Provider
Select UPS
Now you may change some of the settings in the definitions.txt file in C:\Program Files\ShopFactory\Common Files
Just open the file with Notepad or WordPad to make the changes and save it again.
You will find information on what needs to be changed in that file.

16.10 Setting up local taxes

Local taxes are the taxes applying in your state – or if your state does not charge taxes, in your country.

16.10.1 Create a new tax
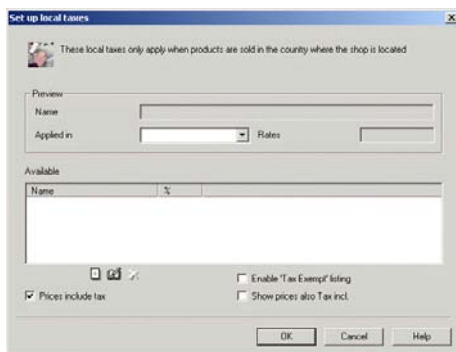
To create a new tax, click on the ⊞ button. You must then first verify where your shop is located, to allow correct tax calculation.

Make sure you get this right, as changing it later will affect all your tax settings of all products.

Then enter a name for the tax and the appropriate percentage. If you have the checkbox "All subsequent settings" set to on, then all products you add now will automatically have this tax added to them.

Only one tax will apply to a product, however different products can have different taxes being applied to them.

To activate a tax, it must be moved into the right window in the product wizard, unless ShopFactory is automatically adding it. To deactivate a tax, double click on a product, then select the tax wizard under optional settings and move the tax from the right to the left window with the << button.

> **Note:**
> If you create the local tax before adding products, then ShopFactory can automatically assign this tax to all new products.

16.10.2 Prices include Tax

This setting defines that your prices already include the tax, and that the tax will not be added to the prices. When set to off, the tax will be calculated and added on top of the product prices.

16.10.3 Enable Tax exempt listing

This will bring up a field which allows customers to enter a tax exemption number so they do not have to pay tax.

16.10.4 Show Prices also Tax inc

This shows customers prices including and excluding the tax applying.

16.10.5 Set tax on shipping

This defines the tax being applied to the shipping costs. It is set in the *Properties – Other* dialog.

16.11 Interstate or international taxes

These taxes apply, when a product leaves the country or state the shop is located in. When setting up a tax, you must also assign the tax to a region, to which it applies. You can have unlimited international tax regions.

16.12 Other

16.12.1 Customer must tick terms

If this is selected, customers must agree to the terms and conditions of buying in your shop, before being able to finalize their purchase. This is a legal requirement in many countries and is set to on by default.

16.12.2 Enable favorites Department

This function allows customers to add products to a favorites department for quick selection when returning to the shop at a later stage.

16.12.3 Tax on Product applies to shipping

This is the standard setting in Europe, and if set to on will apply the same tax to the shipping costs, that are applied to the products purchased.

16.12.4 Apply this tax to shipping

In some countries a specific tax applies to services such as shipping. Use this setting in this case. If no tax applies, set the tax to 0.

16.12.5 Set minimum purchase price

Enter an amount to define the minimum amount customers must spend in your shop, before they can finalize a purchase.

16.12.6 Set maximum purchase price

Enter an amount to define the maximum amount customers may spend in your shop with any order.

16.12.7 Remember Shopping basket

ShopFactory automatically remembers the shopping basket for return customers. Depending on how often your prices change, you can set this to 0 to stop the basket from being remembered at all or increase the default setting of 7 days.

16.12.8 Order format

Here you can define how the order email looks, when being sent to you. The default setting is HTML. You can also select Text only and formatted text. Place test orders with the different settings to see, what suits you best.

16.12.9 Sign up as Affiliate Reseller

Click on the button to sign up with ShopFactory as an affiliated reseller. You will then be entitled to a commission, whenever a customer comes to the ShopFactory website from your shop and purchases a product.

17) Change Language

ShopFactory allows you to create shops in any language. Simply click on the Language button, and then on Select a language. Now ShopFactory changes the main language of your shop, by replacing all the words it uses with the new language selected by you.

Of course it is up to you to provide the text you enter in the new language.

18) Allow navigation of a site in multiple languages

With the ShopFactory LanguageLink extension you can create a shop in multiple languages at the same time.

Click on Languages, then click on "Allow navigation of your site in multiple languages". This menu item is only available, if you have LanguageLink installed. Add the languages you require to the right window of the wizard, which comes up, with the >> button.

To disable a complete language temporarily, for example while waiting for translations, simply remove the tick next to the language. Click on OK. Click on the "Languages" button again, and you will now be able to select the language you want to work in.

The active language is shown in the lower right corner of ShopFactory.

18.1 <u>Enter information in a different language</u>

Before you can enter information in different languages, you must first Add Languages to your web site (see above).

Once this is done, click on the "Languages" button.

You will now see all the languages you have selected with a color code next to them.

Select the language you want to work with in the menu. Open the product, pages or departments wizard and enter the translations in all the colored fields. Every colored field can have a translation entered. This includes using different product images in different languages, if required.

18.1.1 <u>Set items to translated</u>

Products, departments and pages must be marked as translated by you, to be visible when you preview your web site. Simply tick on the appropriate box in each wizard, to make items visible in the appropriate language.

This great function also allows you to have different amounts of information in different languages available. Your main language defines how many products, pages and departments are contained in your web site. All other languages can contain less - but not more.

Please note: Making if a department or page is invisible, the same applies to all departments and pages it contains. If you can not see a page, check that its parent page or department are visible.

Note:

Many functions are only available in the main language of the shop. Switching to another language is only designed to allow you to add translations in that language. Therefore you can in other languages for example not add products or change prices. But you do not have to provide translations for all products or pages.

All fields you can change are marked in the color of the language you have selected. Functions not available are either not visible or grayed out.

Tip:
Please note that LanguageLink does NOT translate your product or text information automatically. It is designed to allow you to maintain a web site in multiple languages and to allow you to enter your own translations. However all words placed by ShopFactory to create the web site will automatically be replaced with the appropriate languages.

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19) Additional Functions

19.1 The View menu

In the View menu you can define which product information is shown in the right product window. Simply click on the information field you want to have displayed to enable it.

19.2 Rebuild All

This function allows you to have your complete shop rebuild. By default ShopFactory only rebuilds changes to a shop, and also only publishes the changes to your website. You can override this by temporarily setting Rebuild All to on.

Do not forget to switch it off again – otherwise ShopFactory will publish your complete shop every time you publish – regardless of how few changes you have made. This also affects the speed at which previews are created.

> **Tip:**
> If you have the Developer version make sure to read the information on Rebuild all in it, as this function is even more important for Developers when making changes to templates.

19.3 Product files

ShopFactory may at times create special product files for some products.

These files are only created if you enter product information in the Product Wizard, which is not displayed on the department page.

These files allow you more design freedom, but also increase the size of your shop when publishing to the Internet.

For customers this has the advantage that they can quickly get the basic information on the products offered, and get more details, if they want to.

The department style influences how likely it is, that product files are being created.

19.4 Reseller tracking

The best way to keep track of Resellers is by using the GlobeCharge Reseller automatic reseller tracking service, which also allows Resellers to see online how successful they are. Check out www.GlobeCharge.com for more details.

However ShopFactory shops also allow you to manually keep track of resellers linking to your shop, so you can pay them commissions.

Anyone linking to your shop, can add a USER ID to the end of the shop address, starting with ?mid=

Example: To link to the ShopFactory Registration Shop, the URL would be

http://www.shopfactory.com/index.html?mid=USER_ID

The USER_ID will become part of the Shop Order when it is sent to you, allowing you to keep track of resellers and paying them commissions for all products ordered.

If you place a link on your site to us with the User Id, we will pay you a 10% commission from the second sale from your site onwards. See *Sign up as Affiliate Reseller*, page 39.

19.5 Electronic soft goods delivery

If you are selling soft goods such as software, electronic books or other data files, you may want to give your customers automatic access to the software, as soon as the payment of the order has been approved. This will be supported by ShopFactory e-Flash when combined with Globe-Charge. See http://www.globecharge.com/ for more details.

20) Backing up your shop data

All data you enter into ShopFactory will be saved in a database file with the extension .3DC. This is the file you need to make safety copies of to ensure the safety of your work.

If your computer crashes or gets stolen for example, having a copy of this file will make rebuilding your complete website easy.

The best way to safeguard your file is to create a zip file of it (see http://www.winzip.com) and to store it on a different computer or on a different medium such as a CD or a large floppy.

21) Publishing a website

21.1 Publish your website on the Net

Publishing is the process of transferring your shop from your local computer to your website. Of course you must have some space on an Internet Server where you can place your shop.

Once you have created your shop and are ready for publishing, click on the Preview button and select Publish your website on the Web.
You will then at first be asked for the publishing settings. Basically ShopFactory needs to know where your space on the Internet is, and how to connect to it.

21.2 Publishing Settings

21.2.1 Remote Host :

The name of your server or website, such as www.yourserver.com.

Note:
Do NOT use http:// at the beginning of the remote host location.

21.2.2 Base Directory

This is the destination directory on your server or web site, to which you want to publish the shop. Since you are publishing via the FTP protocol, your Internet address will not help you here. Instead you need to know the correct FTP directory path leading to your Internet directory on your server or website. You service provider will be able to help you with this FTP path, if you are unsure.

You can also look for it with the help of the Browse button next to the Base Directory field. You must upload into a directory, which can be visited with HTML browsers - normally the one containing your index.html file.

Even better is to create a subdirectory in that directory, called for example shop, to keep the shop files separated from the rest of the site. This can easily be done with the Create Directory button, which comes up, when you use the *Browse* button to locate your directory on the server.

21.2.3 User Name

The name you use to log on to your server.
Unless you have changed it, it the one your service provider has given you.

21.2.4 Password (for server)

The password to gain access your server.

21.3 Publishing

Once you have entered the correct publishing settings, simply continue with the publishing process. ShopFactory will ask you, if you want to overwrite your Internet files. These are the file created when previewing your shop. If you have just previewed your shop, you can select "No", and ShopFactory will not rebuild the shop before publishing. Otherwise select "Yes", to have your shop files updated.

ShopFactory will publish only the files, which have changed since the last time you have published. However if you have Rebuild All set to on – see *Rebuild All*, page 41, then all files are created again and the complete shop is published every time – which of course takes much longer and is not necessary.

Note:
If you make changes to a shop which has already been published, you may, after publishing again, still see the old website pages when going to your website. This is because your Internet Access Provider or your own Browser may have cached the old pages. To overcome this problem, add a **?** and a random number at the end of the website URL when viewing your website after publishing.
Example: **http://www.shopfactory.com?654654**
This tricks your browser or Provider into thinking you are looking at a different website, and you get to see the latest pages.

21.4 Publish your website on your local computer

Click on Preview and select Publish on your local computer. Then simply select a folder to publish to, and ShopFactory does the rest.

22) Copying information from HTML editors

To copy information from another HTML editor, you must copy it from the Wysiwyg editor window or when previewing it in MS Internet Explorer (IE). The best solution is to go into HTML coding and to remove the HTML header and footer tags such as Title tag, Meta tags Body tag and the <HTML> </HTML> tags. Then preview the page with IE, as IE will preview even without this information.

Select the material to be copied with your mouse, right click on it and select copy, then paste the information into the ShopFactory dialog, for example the description area. If you do note remove the header and footer tags, the HTML code generated by ShopFactory will be incorrect.

Please note, that some Programs such as MS FrontPage 2000 have the nasty habit of adding some code to links to images and URL links embedded in your page. Please make sure in Front-Page HTML code and by looking at the source code in IE during preview, that your links have not been changed by FrontPage.

You must publish images either separately or add them to the **copy** folder of the Website Theme you are using (ShopFactory/Templates/Shop/Design Used/Copy) and link to them in your code using ../media/image.gif, for example.

23) Copying text from Microsoft Word

We do not recommend copying and pasting from Microsoft Word, as Word adds a large amount of code to the text, which will affect performance of your website.

24) Website maintenance on and offline

24.1 Clean up your website

As you continue to build your shop, and add and remove products and images to and from it, a large number of files no longer needed by the website can build up in your ShopFactory runtime folder. To clean this up simple turn on _Rebuild All_ temporarily, see page 41, and rebuild the complete shop. This will remove all files no longer used.

24.1.1 _Clean up your your server_

In the same way files will build up on your Server, taking up more space than required. Simply log on to your server with any ftp program, remove the files and publish again to have only the latest files on your server.