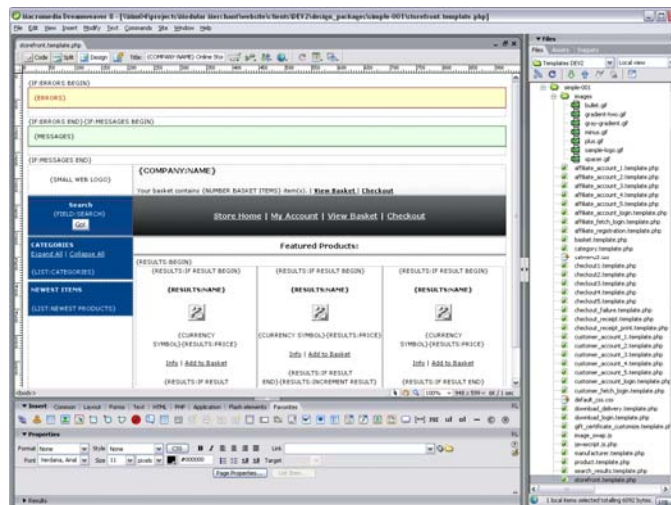




Design Guide



For use with Modular Merchant version 3

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Introduction

What is the purpose of this document?

The purpose of this Designer's Guide is to demonstrate the process of designing a set of HTML templates for use with a Modular Merchant online store. This guide will focus on the design and layout of the storefront web pages. (The storefront includes all the store pages used during the shopping and checkout processes.) Information on the software's administrative, shipping and fulfillment options are not included in this guide. Information on those topics can be found in other documents.

When it comes to designing your store's HTML template, you have two choices:

Install a pre-made template in your store and then customize it, if necessary. A library of pre-made templates is available at: <http://www.modularmerchant.com/templates/>

Design your own HTML templates and upload them to your store.

This guide will cover both scenarios. We'll cover how to install a pre-made template in your store, and will also discuss the steps involved in designing your own custom templates from scratch.

Prerequisites

This Designer's Guide assumes that the reader already has a basic understanding of how to build a webpage; including working with HTML source code, and creating links, tables, styles and images.

A tutorial on these prerequisites is outside the scope of this guide. However, if you require instruction on these items, many free resources and tutorials are available on the Internet, and a variety of books are available in the computer section of your local bookstore.

Terminology: What we'll be calling things

Let's define the terms used throughout this guide:

Checkout Pages: This refers to all storefront pages related to the checkout process. The store can accommodate between 1- 5 checkout pages; the actual number of checkout pages used will depend on how you design your store templates. (For example: You may collect all of the customer's contact information on one checkout page, or have it spread out among several checkout pages.)

Design Package: A Design Package is a set of files that control the look and feel of your store. Design Packages typically include: a set of HTML templates, plus the images, buttons, Cascading Style Sheets (CSS) and JavaScript files used in the template. Your store's administration area includes tools to manage your store's Design Packages.

List Pages: This refers to all storefront webpages that display a list of products that match certain criteria. This includes the following types of pages: search results (`search_results.php`), products in a category (`category.php`), and products by a manufacturer (`manufacturer.php`).

Product Details Page: The product details page (`product.php`) is designed to display detailed information about the selected product.

QuickCode™ Tag: A QuickCode Tag is a pseudo HTML tag developed by Modular Merchant, for use in your store templates. A QuickCode Tag is formatted like this: `{SAMPLE-QUICKCODE-TAG}`. When viewed in a web browser, QuickCode Tags will be translated into the appropriate content. For example, `{COMPANY-NAME}` will display as your company's name. Many QuickCode Tags are available for displaying such things as product prices, customer information, the contents of the shopping basket, etc.

QuickLink™ URL: A QuickLink URL is a web address that can be used in links on both store and non-store pages of your website to perform special functions. For example, QuickLinks can be used to create a button on your website that adds a product to the customer's shopping basket and then automatically forwards them to the first page of your store's checkout area. Each product has its own list of QuickLinks. These QuickLinks can be found on the *Search Products* page in your store's administration area.

Store Home Page: The *Store Home Page* is the default starting page of your account's storefront. The store home page is typically used to display new or featured products. The store home page is created automatically by the Modular Merchant software. Optionally, you can set another webpage as your store home page. (See your store's System Settings for more information.)

Storefront: Refers to the entire public shopping area of your store. This includes the store home, product details, checkout, manufacturer, search results, basket, customer account, download, receipt and affiliate account pages. Each page of the storefront is designed to perform a specific function.

Template: The term *template* refers to the set of HTML template files contained in a Design Package. A Design Package will contain a template for each page of your storefront. Templates can be designed like a web page, using HTML, PHP, JavaScript, CSS and Modular Merchant's QuickCode Tags.

QuickCode™ Tags: Add dynamic content to your templates

Before proceeding any further, there is one tool that we recommend learning about before designing or editing templates: QuickCode Tags. QuickCode Tags can be used in your store's templates to personalize them for each customer, product, category, manufacturer, etc.

What is a QuickCode Tag?

A QuickCode Tag is a pseudo HTML tag developed by Modular Merchant, for use in your store templates. A QuickCode Tag is formatted like this: {SAMPLE-QUICKCODE-TAG}. When used in the HTML code of your store templates, QuickCode Tags will be translated into dynamic store content, such as product prices, customer addresses, the contents of their shopping basket, etc. Some tags simply display text, and others perform complex operations for you, such as checking if a customer is logged in and then forwarding them to a different storefront page based on whether or not they are.

Why should I use QuickCode Tags?

QuickCode Tags allow you to display the content that is appropriate for the current storefront page being viewed, instead of creating a separate page for each possible version of it. For example, you can create a single product template which includes the {PRODUCT-NAME} QuickCode Tag. When a product's store page is viewed, the QuickCode Tag will be displayed as the correct product name, no matter which product the customer is viewing. Without QuickCode Tags, you'd need to create a separate web page for each individual product in your store!

Where can I use QuickCode Tags?

QuickCode Tags can be used in any of your store's HTML templates. (QuickCode Tags can also be used in some system-generated email messages. Usually, a list of the compatible QuickCode tags, if any, will be listed on the email message's editor screen.)

Since QuickCode Tags are translated by the store software, they can't be used on web pages that aren't part of your store. For example, the {COMPANY-NAME} tag will be translated to your company name on any page in your storefront, but it will not be translated on some other company's website. On their website, they'll have to type out your company name.

An example of a QuickCode Tag

A product's name can be displayed on the Product Details page by using the {PRODUCT-NAME} QuickCode Tag.

For example, the following HTML code:

This page contains the details for the {PRODUCT-NAME} product.

Would be displayed in your storefront as something like:

*This page contains the details for the **Acme Cat Food** product.*

QuickCode Tag Online Glossary

There are over 600 QuickCode Tags available. A complete, searchable list of all the available QuickCode Tags can be found in the online glossary, which includes definitions and examples on using each QuickCode Tag.

The glossary is located at: <http://www.modularmerchant.com/quickcode/>

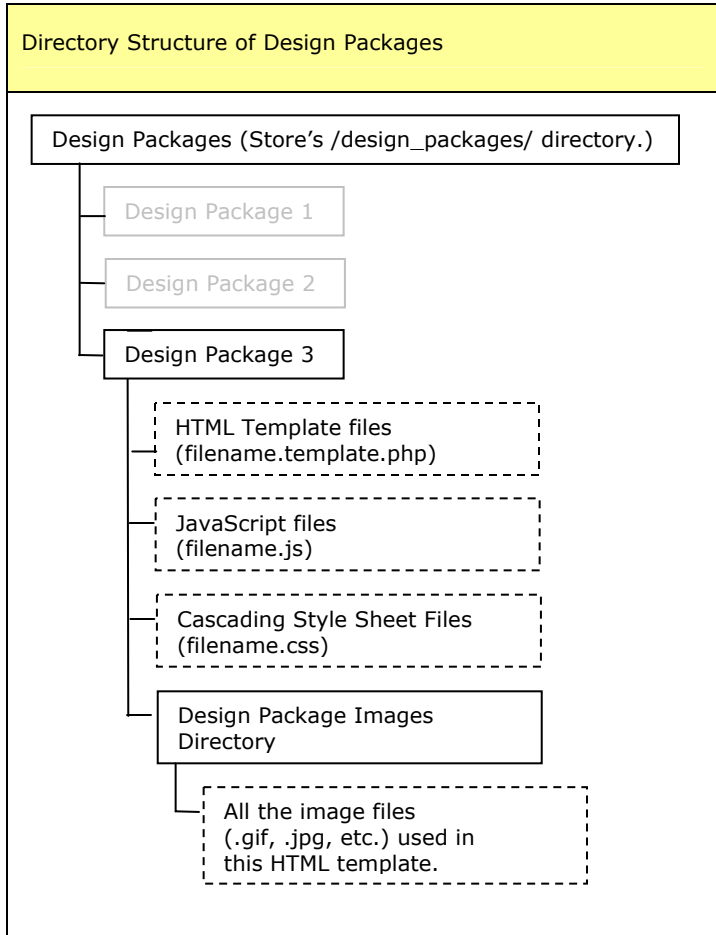
Design Packages

A Design Package is a set of files that control the look and feel of your store. Design Packages typically include: a set of HTML templates plus the images, buttons, Cascading Style Sheets (CSS) and JavaScript files used in the templates. Your store's administration area has a tool for managing your store's Design Packages.

Design Tip (For Advanced Users):

Design Packages use the directory structure shown at right. If you're making your own package, you can expedite the development process by setting up an FTP connection directly to your store's *design_packages* directory. This will bypass the template tools in the Design section of your store's administration area, and will upload your templates, images and other related files directly to your store. **Note:** *FTP access requires account activation.*

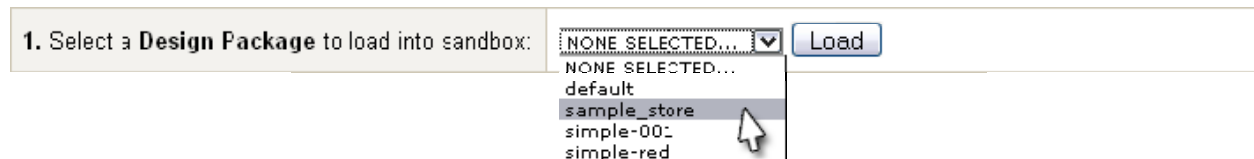
For demonstration purposes, the examples in this guide will not be using direct FTP. Instead, this guide will demonstrate working with templates using the store's built-in design tools.



Working with Design Packages

It is possible to test, debug or experiment with a Design Package before going live with it in your store. This is done by loading the Design Package in "sandbox mode". To do this, select a Design Package to work with in your store's administration area at: [Navigation Menu > Design > Manage Design Packages].

The first step on this page is to select a Design Package to work with. To load a Design Package in sandbox mode, select its name from the dropdown menu in option 1, and then click the *Load* button.




This will load the Design Package for editing. Clicking the Load button will not apply the selected Design Package's HTML templates to your storefront. So you may safely click this button with confidence, knowing that it won't change what your customers see when visiting your online store.


Selecting a Design Package to work with will load it in sandbox mode, displaying additional options.


1. Select a **Design Package** to load into sandbox:


Sandbox

2. What would you like to do with the **sample_store** Design Package?


 [Preview](#) my store using the *sample_store* Design Package.


 Done previewing? [Reset](#) my browser back to the live Design Package: simple-001.


 **Save a copy** of the *sample_store* Design Package named

 **Delete** the *sample_store* Design Package.

3. Edit the components of the **sample_store** Design Package.

 Edit the *sample_store* Design Package's **HTML Templates**.

 Edit the *sample_store* Design Package's **CSS and JavaScript files**.

 Edit the *sample_store* Design Package's **Images**.

Preview my store using the *(Design Package Name)* Design Package.

This option will allow you to view your storefront with the sandbox Design Package's templates applied to it. This affects **just your computer**. Everyone else in the universe continues to view the store using the templates from the live Design Package.

Done previewing? Reset my browser to the live Design Package: *(Name of live Design Package)*.

Click this link to stop viewing the sandbox Design Package's templates in your store. (Note: You can also reset by closing your web browser completely, and then reopening it.)

Save a copy of the *(Design Package Name)* Design Package named...

This option will copy the entire file structure (HTML templates, CSS files, images, etc.) of the sandbox Design Package to a new Design Package with a name you specify. The new Design Package will be created in the store's /design_packages/ directory.

Delete the *(Design Package Name)* Design Package.

This option will remove the entire file structure (HTML templates, CSS files, images, etc.) of the sandbox Design Package from your store's /design_packages/ directory.

Edit the *(Design Package Name)* Design Package's HTML Template / CSS and JavaScript / Image files.

These links will open the appropriate Editor for the sandbox Design Package's HTML template, CSS and JavaScript or Image files. Details on each of the HTML Template Editor screen follows...

Sections of the Template Editor

The template editor is split into several sections:

The screenshot shows the Template Editor interface with the following sections highlighted:

- A:** A dropdown menu showing 'simple-001' and a 'Load' button.
- B:** A link labeled 'Preview my store using the simple-001 Design Package.'
- C:** A list of templates including 'affiliate account 1', 'affiliate account 2', and 'affiliate account 3'.
- D:** A text area containing HTML code for a storefront template, including DOCTYPE, HTML version, and meta tags.
- E:** A section for saving the template, with options to 'Save my changes to the storefront HTML template', 'Save as a NEW HTML template' (with a name input field), and 'DELETE the storefront HTML template'.

Image truncated for display purposes.

A) Selected Design Package: This will load the Design Package for editing. Once loaded, additional options will become available on this page.

B) Preview Link: This link opens your store in a new browser window, with the sandbox Design Package's templates applied to it. This affects **just your computer**. Everyone else in the universe continues to view the store using the normal templates.

C) List of HTML Templates: This is a list of all of the templates available in the loaded Design Package. Each page of the store has its own template assigned to it. Click the name of a template to open it for editing.

D) Template Contents: The selected template's HTML code will be displayed in this field for review and editing. Templates can include HTML, QuickCode Tags, JavaScript and PHP code.

E) Save Options: You can save the current template, save a copy of it with a new name, or delete it.

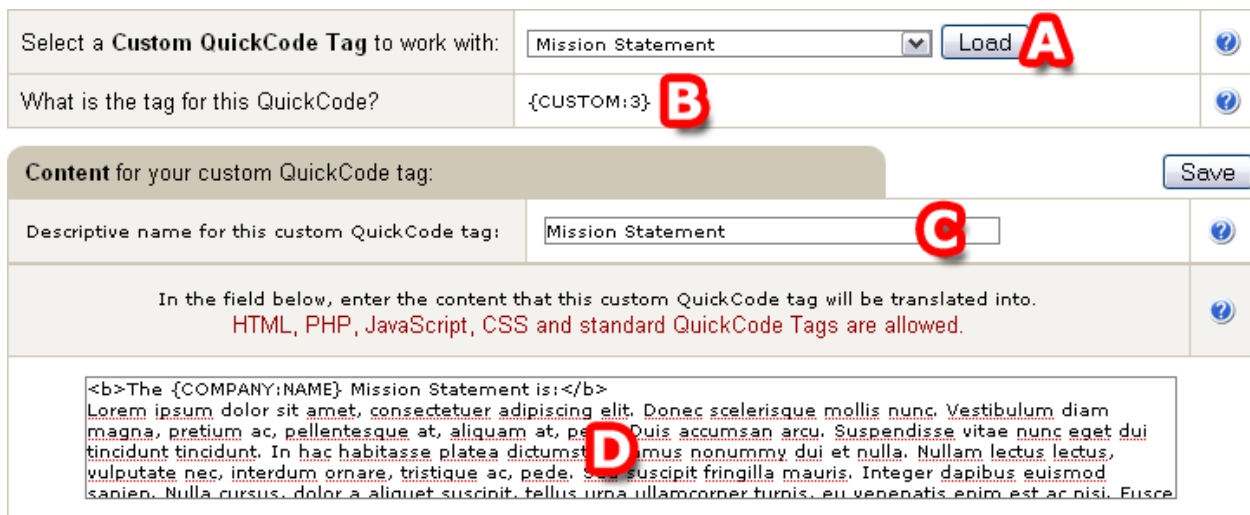
Custom Content

There are several tools available in your store's administration area that can be used to create your own custom content. We'll look at those in detail here.

Custom QuickCode Tags

QuickCode Tags allow you to add pseudo-HTML tags to your templates that are translated into dynamic content when the web page is viewed in a web browser. There are over 600 QuickCode Tags available, ranging from your company name to performing complex operations for you.

But what if you want to create a QuickCode Tag that displays something that's not already available, such as your company's mission statement? You can accomplish this by using the Custom QuickCode Tag Editor, located in your store's administration area at: [Navigation Menu > Design > Custom QuickCode Tags].



The screenshot shows the Custom QuickCode Tag Editor interface. It consists of several sections:

- Section 1:** A dropdown menu labeled "Select a Custom QuickCode Tag to work with:" with "Mission Statement" selected. To the right is a "Load" button (labeled A) and a help icon.
- Section 2:** A text input field labeled "What is the tag for this QuickCode?" containing "{CUSTOM:3}" (labeled B) and a help icon.
- Section 3:** A header "Content for your custom QuickCode tag:" with a "Save" button on the right.
- Section 4:** A text input field labeled "Descriptive name for this custom QuickCode tag:" containing "Mission Statement" (labeled C) and a help icon.
- Section 5:** A text area containing the instruction "In the field below, enter the content that this custom QuickCode tag will be translated into. HTML, PHP, JavaScript, CSS and standard QuickCode Tags are allowed." and a help icon.
- Section 6:** A large text area containing the following HTML code (labeled D):


```
<b>The {COMPANY:NAME} Mission Statement is:</b>
  Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec scelerisque mollis nunc. Vestibulum diam magna, pretium ac, pellentesque at, aliquam at, posuere. Quis accumsan arcu. Suspendisse vitae nunc eget dui tincidunt tincidunt. In hac habitasse platea dictumst. Sed nonummy dui et nulla. Nullam lectus lectus, vulputate nec, interdum ornare, tristique ac, pede. Quis suscipit fringilla mauris. Integer dapibus euismod sanien. Nulla cursus, dolor a aliquet suscipit, tellus urna ullamcorper turpis, eu venenatis enim est ac nisi. Fusce
```

A) Select a Custom QuickCode Tag to work with: This menu will list the Custom QuickCode Tags you have created. Select one to edit, or select *Create a new custom QuickCode tag*, and click the *Load* button.

B) What is the tag for this QuickCode?: (This is not displayed when creating a **new** Custom QuickCode Tag. It will be displayed after the new tag has been saved.) Insert this QuickCode Tag into your templates to display the information you have entered in the *QuickCode Contents* field. (Field "D" in the figure above.)

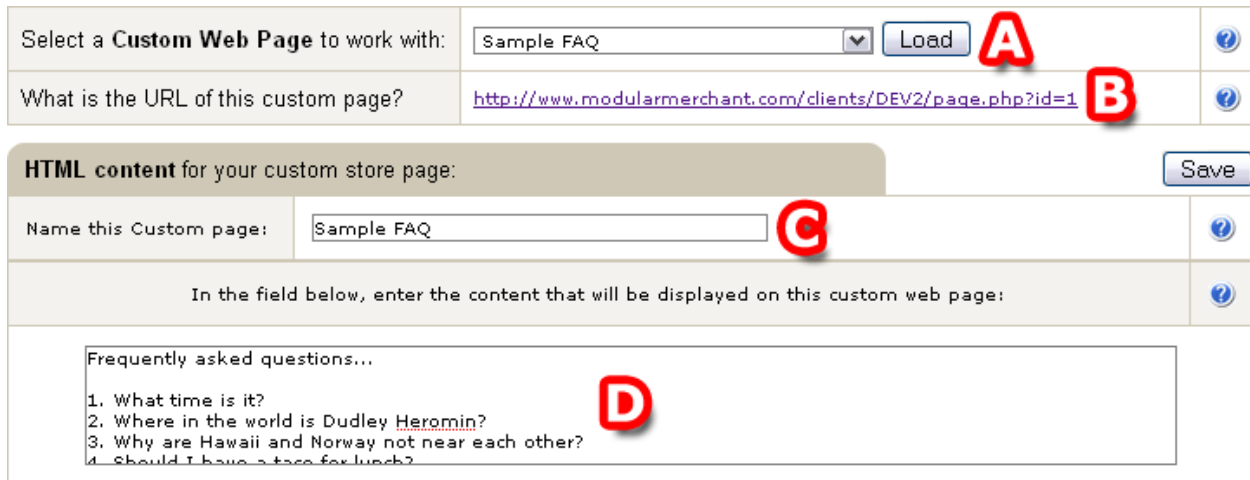
C) Descriptive name for the selected QuickCode Tag: The descriptive name is only used in the *Select a Custom QuickCode Tag to work with* menu. The descriptive name makes it easier to find a Custom QuickCode tag to work with.

D) QuickCode Tag Contents: The Custom QuickCode Tag will be translated into the contents of this field when viewed in a web browser. In the example above, the tag {CUSTOM-3} will be translated into the contents of field "D" when viewed in a web browser. The contents field can contain text, HTML, JavaScript, PHP, CSS and standard QuickCode Tags.

Custom Web Pages

The Modular Merchant software will automatically build all of your store web pages. But what if you want to create additional, non-store pages, such as an “about us” or a “frequently asked questions” page? You can accomplish this by using the Custom Web Pages Editor, located in your store’s administration area at: [Navigation Menu > Design > Custom Web Pages].

The Custom Web Page Editor screen looks like this:



The screenshot shows the Custom Web Page Editor interface. It includes a dropdown menu to select a Custom Web Page (labeled A), a URL field (labeled B), a name field (labeled C), and a large text area for HTML content (labeled D). The interface also features 'Load' and 'Save' buttons and help icons.

A) Select a Custom Web Page to work with: This menu will list the Custom Web Pages you have created. Select one to edit, or select *Create a new custom content page*, and click the *Load* button.

B) What is the URL of this custom page?: (This is not displayed when creating a **new** Custom Web Page. It will be displayed after the new page has been saved.) View the URL (web address) displayed here to display the view this page.

C) Descriptive name for the custom page: The descriptive name is only used in the *Select a Custom Web Page to work with* menu. The descriptive name makes it easier to find a Custom Web Page to work with.

D) Web Page Contents: The Custom Web Page will display the contents of this field when viewed in a web browser. In the example above, the page at URL <http://www.modularmerchant.com/clients/DEV2/page.php?id=1> will display the contents of field “D” when viewed in a web browser. The contents field can contain text, HTML, JavaScript, PHP and QuickCode Tags.

Tutorial: Building a Design Package from scratch

This tutorial will follow the entire construction process of creating a Design Package. This tutorial assumes that the reader has a basic understanding of how to build a webpage; including working with HTML source code, and creating links, tables, styles and images.

An additional tutorial on the concepts above is outside the scope of this Design Guide. If you require instruction on these concepts, many free resources and tutorials are available on the Internet, and a variety of books are available in the computer section of your local bookstore.

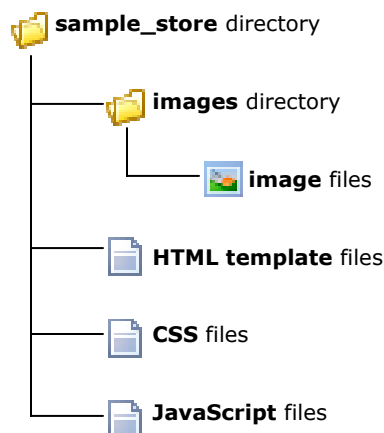
The process covered in this tutorial is provided as a suggestion. The software and techniques you use may differ from those presented in this tutorial. With that in mind, let's begin!

1. Build the Design Package directory structure

First off, we'll need to build the directories to contain the files associated with the Design Package we'll be creating. Start with a directory with the name of the Design Package. In my example, my Design Package is going to be named *sample_store*. The *sample_store* directory will contain all of my package's HTML template, JavaScript and CSS files. It will also contain a subdirectory titled *images* which will contain the images used in the template.

Note: Since these files are going to be used on the web, it's a good idea to stick with standard web-friendly naming conventions, which means no spaces or punctuation in directory or file names.

Design Package directory structure

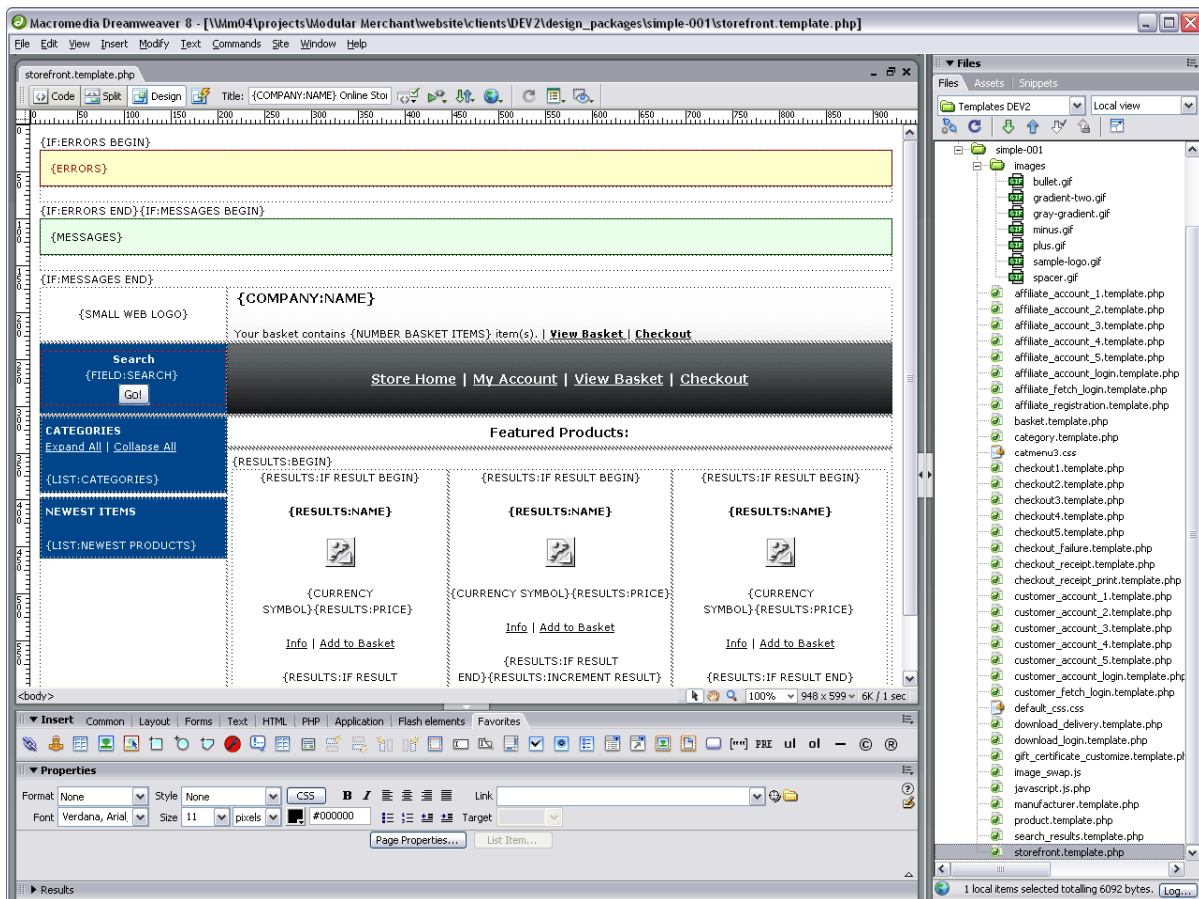


Using this directory structure will ensure my Design Package's compatibility with the store, and will prevent me from needing to change the names or locations of my files later. It will also prevent the need for changing the paths to my images and other files after I upload the package, because the store's template engine is designed to work within this file structure.

2. Designing a mockup in Dreamweaver

Since Dreamweaver is the web design application I happen to have installed on my computer, I'll be using it in this tutorial. However, you can use any web design application you like... you can even write your HTML code directly in a text editor. The application used to design the template will have no effect on its compatibility with Modular Merchant. The store can display any template that is built to web design standards.

Tip: To ensure that your Design Package includes all the required template files, and that they're named correctly, start by making a copy of an existing Design Package.

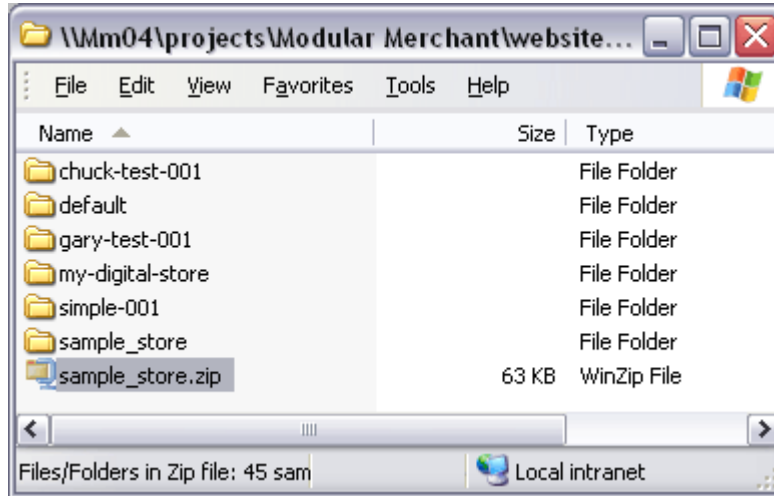


Note the presence of the QuickCode Tags in this template. The tags will be displayed as their text version within Dreamweaver. (ie: {THEY-LOOK-LIKE-THIS}) However, once uploaded into my store, all of these tags will be translated into their HTML equivalent. *For example*, the {SMALL-WEB-LOGO} QuickCode Tag in the upper-left corner of the screen will be translated into the actual logo graphic that I've uploaded in my store's administration area at: [Navigation Menu > Design > Logo Images > Small Web Logo].

Tip: A glossary of available QuickCode Tags is available at: <http://www.modularmerchant.com/quickcode/>

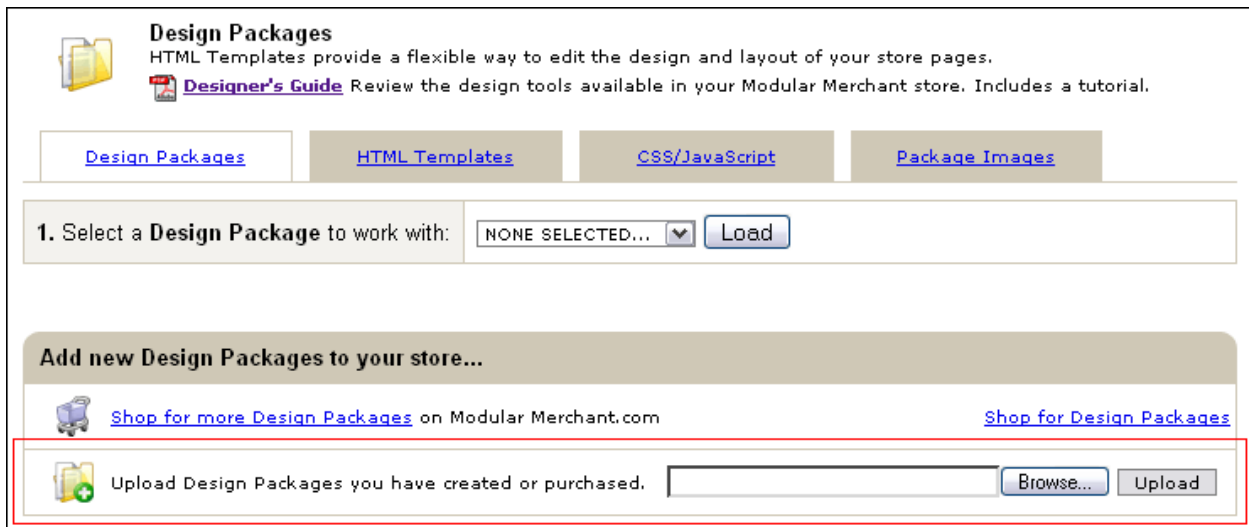
3. Prep and upload the Design Package

After the template files have been completed, the next step is to upload the Design Package into my store. To do this, first create a zip file of the package directory.



Create a zip file of the Design Package directory

This zip file can be imported in the *Manage Design Packages* section of my store’s administration area, located at: [Navigation Menu > Design > Manage Design Packages].



Use the *Upload Design Package you have created or purchased* tool to import the zip file. Click the *Browse* button to search your computer for the zip file you have created. Once you have located it, click the *Upload* button to import it. The system will automatically unzip the zip file, copy all of the Design Package’s files to the appropriate locations on the server, and then delete the copy of the zip file on the server. (Your original copy of the zip file on your computer will remain.)


3. Preview the Design Package in your store


After the Design Package has been uploaded, select it from the *Select a Design Package to work with* menu, and click the *Load* button. This will load the Design Package in sandbox mode, and will add preview options on screen.

1. Select a **Design Package** to load into sandbox:

Sandbox

2. What would you like to do with the **sample_store** Design Package?

 [Preview](#) my store using the *sample_store* Design Package.

 Done previewing? [Reset](#) my browser back to the live Design Package: simple-001.

Before going live with my new Design package, I can preview it in my store. This option will apply the HTML templates in the Design Package to the store on **just my computer**. To the rest of the world, my store will continue to display its current live Design Package (which, in this example, is a package titled *simple-001*). This is a good way to debug your templates before going live with them.

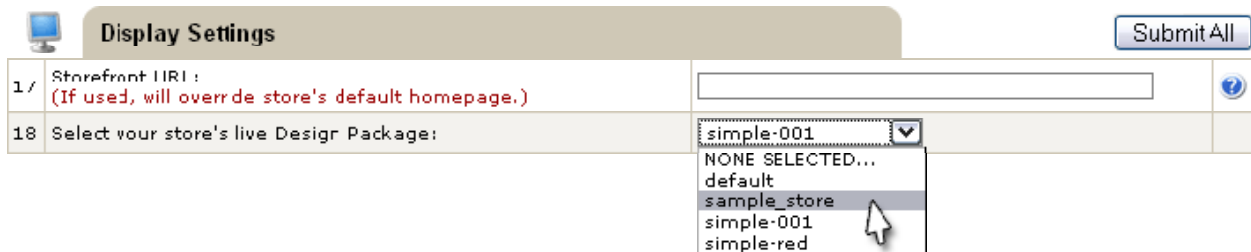
When I've finished previewing the new package, I can reset the web browser back by clicking the *Reset* link. (Note: I can also reset my web browser by closing it completely, and then reopening it.)

If I find any errors that need fixing while I'm previewing, I can make corrections following the next step...

5. Going live with a new Design Package

Once I'm satisfied with the look of my Design Package, and I've tested it using the preview tool, I'm ready to go live and introduce it to the world!

To go live with a Design Package, select it as your store's live Design Package in your System Settings, located in your store's administration area at: [Navigation Menu > Admin > System Settings].



Display Settings		Submit All
1/	Storefront URL : (If used, will override store's default homepage.)	<input type="text"/>
18	Select your store's live Design Package:	<input type="text" value="simple-001"/>

- simple-001
- NONE SELECTED...
- default
- sample_store
- simple-001
- simple-red

Select the desired Design Package from this option, and click any of the *Submit All* buttons on the page to save your changes. Once your changes have been saved, the store will use the templates in the selected Design Package when rendering your store pages. My customers will now be seeing the `sample_store` template when they visit my store!

End of tutorial

Advanced Techniques

Controlling Customer Registration

Customer registration is controlled by the presence of password fields during the checkout process. If you exclude the password fields from your templates, then a customer account will not be created when a customer places an order. If the password fields are present, then a customer account will be created when the customer places their first order using the password fields.

When an account is created, the customer will be listed on the *Search Customers* page in your store's administration area. They will also be able to use their email address and password to log in to your store's *Customer Account Area*, where they can review their purchase history, edit their contact information, and more.

Overriding Templates by including variables in links

If you have uploaded multiple Design Packages to your store, you can change them on-the-fly by including a "template" variable in links that point to your store.

For example: My store has two Design Packages, one called *red* and another called *blue*. By default, my store is set to use the red version, because I have made this selection in my System Settings. When customers view my store, they will see the red version.

However, I want customers who come to my store from a certain website to view the blue version of my store. I can do this by adding the "design_package" variable to the links on that website that point to my store. In this case, I would format the links on the website to something like:

http://www.mystore.com/index.php?design_package=blue

Any customer that follows that link to my store will tell my store to dress itself in the templates in my blue design_package, instead of the default red version. This will affect **just** that customer, and will remain in affect during their entire browsing session. (The customer will stop viewing the blue version of my store when they close their web browser.)

More information on this topic can be found in an article on the Modular Merchant forum at:

<http://www.modularmerchantforum.com/viewtopic.php?t=78>

{COMPOSITE} QuickCode Tags

If you're feeling overwhelmed by all of the QuickCode Tags that are available, you may want to try using the {COMPOSITE} series of QuickCode Tags. These tags are actually a compilation of HTML and other QuickCode tags. For example, {COMPOSITE-BASKET} will build an **entire** HTML table listing the contents of the customer's shopping basket, complete with the appropriate QuickCode Tags and a set of CSS styles to control its colors and formatting. For a listing of {COMPOSITE} tags, including their definitions and the CSS styles used by each, refer to the QuickCode Tag Glossary at: <http://www.modularmerchant.com/quickcode/>

QuickCode Tag Blocks

When designing a store page, it is often necessary to display lists of information; such as a list of the orders placed by a customer in the Customer Account area. However, when designing the template for the customer's order history, the template's designer has no idea how many orders will be listed for any given customer. Customer A may have three orders associated with their account that need to be displayed, but Customer B may have fifteen thousand. Since the same template will be used to display the order history for all customers, the designer will need a method to **dynamically** build and display the order history list. The method for doing this a special type of QuickCode Tag called "Block" Tags.

QuickCode Block Tags always come in pairs, with a "block begin" tag and a "block end" tag. Block Tags wrap around HTML content in your templates that may vary in length, depending on the number of items to list. The HTML content within the block tags will be repeated once for each item on the list when the page is viewed in a web browser.

Continuing with the example of a template for displaying the customer's order history, the following QuickCode Block Tags could be used in the template's HTML source code to display a dynamic list, varying in length for each customer:

```
<!-- BEGINNING OF BLOCK TAG CODE SAMPLE -->
{ORDER-HISTORY-BLOCK-BEGIN}
<p><b>{ORDER-HISTORY-ORDER-ID}</b>: Placed on {ORDER-HISTORY-ORDER-DATE}</p>
{ORDER-HISTORY-BLOCK-END}
<!-- ENDING OF BLOCK TAG CODE SAMPLE -->
```

A customer with an order history containing three orders would see something like this when they viewed this page:

```
10012: Placed on 01/27/2007
10107: Placed on 02/19/2007
10255: Placed on 4/13/2007
```

By using the Block Tags, the web designer only needs to create the source code to display an item in the order history list once; the system will automatically take that item and repeat it as many times as necessary when the page is viewed.

Any HTML, PHP, JavaScript, CSS or QuickCode Tags can be included between a set of Block Tags. The Block Tags will simply repeat what's between them as many times as necessary. With this in mind, be sure that any HTML, PHP, JavaScript, CSS or QuickCode tags that you open within a set of blocks are also closed within that set of blocks. *For example*, if you start bolding some text using the HTML tag within a block, be sure to also close the bold tag with within the same block... or you'll end up lots and lots of bold text on your page with no tags to give the command to stop bolding!

FTP access to your store's Design Packages

Advanced users may be interested in setting up a direct FTP connection to the directory on their store's website that contains all of their Design Packages. If you are familiar with FTP, and already have your website's FTP information available, then this is possible. (Note: FTP access requires account activation. FTP is not available during an account's trial period.)

To set up FTP access to the directory on the server that contains your store's Design Packages, use the same connection user name and password from your regular FTP account. Then, change the address of your connection to: /httpdocs/STORE-DIRECTORY/design_packages/ (Replace "STORE-DIRECTORY/" with the name of the folder in which your store is located, if any.) Within the /design_packages/ directory will be the parent directory of each package installed in your store. You can upload/download HTML templates directory to and from there.

Troubleshooting

Untranslated QuickCode Tags

Problem: When I use QuickCode Tags in my template, they don't translate. For example, {COMPANY-NAME} does not change to my company's name. Instead, it displays in my storefront as the tag itself, {COMPANY-NAME}.

Solution: You have made a typo when typing the QuickCode Tag in your HTML source code. QuickCode Tags must be inserted into your HTML source code **exactly** in order to be translated by the template system. Make sure there are no additional spaces in the version of the tag in your code. Also, QuickCode Tags are case sensitive. So, {Company-Name} **won't** work.

Also, make sure there's no extra spaces in the QuickCode Tags. For example, {COMPANY - NAME} won't be recognized by the system.

If the system doesn't recognize a QuickCode Tag, it will display it on screen when you view your store. However, if there's a **known** problem with the QuickCode Tag, it will display in red text. (Example: {COMPANY-NAME}) If you see a QuickCode Tag displayed in red text in your storefront, it means that there is a technical problem with the tag. In that case, it's been deactivated by Modular Merchant technicians, and it's on our Development Schedule to be fixed in an upcoming software update.

For additional assistance, be sure to check the Modular Merchant forum at:

<http://www.modularmerchantforum.com/>

And the Modular Merchant Knowledge Base at:

<http://www.modularmerchant.com/kb/>

Appendix A: Store Settings Used by the Template System

There's a series of options in your store's administration area that are referenced by the templates when storefront pages are viewed. Below is a list of the various settings that are used, and where to find them.

System Settings Used in Store Design

Your store's System Settings are located in your store's administration area at: [Navigation Menu > Admin > System Settings]. The System Settings used by the template system are listed below. (Although System Settings are numbered in your store's administration area, the numbers are not listed here because these numbers may change when software updates are released.)

System Setting	The entire section of Company Information options. (ie: Company name, address, etc.)
How it's used	The fields in the <i>Company Information</i> section are referenced in various QuickCode Tags. For example, the {COMPANY-NAME} QuickCode Tag will be displayed as the contents of the <i>Company Name</i> field when viewed in your storefront.

System Setting	Storefront URL
How it's used	If a URL is entered into this field, it will be used as your store's Home Page instead of the default Store Home Page that is automatically built by the software.

System Setting	Select Your Store's Live Design Package
How it's used	The templates associated with the Design Package selected here will be applied to your storefront, which your customers will see.

System Setting	Select the monetary symbol to display in your store:
How it's used	Anywhere a price is displayed in your store, the monetary symbol selected here will be automatically appended to it.

System Setting	Hide products that have less than this many in stock:
How it's used	The store will prevent products with fewer than this number of units in stock from being displayed in your storefront. If you do not want to use this feature, then enter "0" (zero) in this field.



For information on a specific System Setting, click the question mark icons found along the right-side of the System Settings page. (Example at left.) Clicking the icon will open a definition and additional instruction in a popup window.

Category Options Used in Store Design

Several options that will affect your store's design are available when creating categories. The category editor is located in the administration area at: [Navigation Menu > Products > Add a Category].

Category Setting	Category Name
How it's used	The name of the category that will be displayed in your storefront.

Category Setting	Is this Category Active
How it's used	Inactive categories are not displayed in your storefront. Inactive categories are essentially "off" for customers. Admins who are logged in to your store's administration area can still view and manipulate inactive categories in your storefront.

Category Setting	Category Homepage
How it's used	If a URL is entered into this field, it will be used as the selected category's store Home Page instead of the default Category Home Page that is automatically built by the software.

Category Setting	Category Page Template
How it's used	This is the HTML template in your store's selected Design Package that will be applied to this category's store page. All categories use the "category" template by default. However, it is possible to build a unique template for a specific category using the template tool located in your store's administration area at: [Navigation Menu > Design > HTML Templates].

Category Setting	Category Image
How it's used	This image can be displayed in your storefront by using the {CATEGORY-SMALL-IMAGE-URL} QuickCode Tag in your HTML templates.

Category Setting	Description
How it's used	This description can be displayed in your storefront by using the {CATEGORY-DESCRIPTION} QuickCode Tag in your HTML templates.



For information on a specific option in the Category Editor, click the question mark icons found along the right-side of the page. (Example at left.) Clicking the icon will open a definition and additional instruction in a popup window.

Manufacturer Options Used in Store Design

Several options that will affect your store's design are available when creating categories. The manufacturer editor is located in the administration area at: [Navigation Menu > Products > Add a Manufacturer].

Manufacturer Setting	Manufacturer Name
How it's used	The name of the manufacturer that will be displayed in your storefront.

Manufacturer Setting	Is this Manufacturer Active
How it's used	Inactive manufacturers are not displayed in your store. Inactive manufacturers are essentially "off" for customers. Admins who are logged in to your store's administration area can still view and manipulate inactive manufacturers in your storefront.

Manufacturer Setting	Store Page
How it's used	If a URL is entered into this field, it will be used as the selected manufacturer's store Home Page instead of the default Manufacturer Home Page that is automatically built by the software.

Manufacturer Setting	Manufacturer Page Template
How it's used	This is the HTML template in your store's selected Design Package that will be applied to this manufacturer's store page. All manufacturers use the "manufacturer" template by default. However, it is possible to build a unique template for a specific manufacturer using the template tool located in your store's administration area at: [Navigation Menu > Design > HTML Templates].

Manufacturer Setting	Description
How it's used	This description can be displayed in your storefront by using the {MANUFACTURER-DESCRIPTION} QuickCode Tag in your HTML templates.



For information on a specific option in the Manufacturer Editor, click the question mark icons found along the right-side of the page. (Example at left.) Clicking the icon will open a definition and additional instruction in a popup window.

Product Options Used in Store Design

Several options that will affect your store's design are available when creating products. The product editor is located in the Administration area at: [Navigation Menu > Products > Add a Product].

Product Editor: Display Options Tab
Option Name & Definition
<p>Customer Account Area Notes</p> <p>This information can be displayed in your storefront's customer account area by using the {ORDER-HISTORY-PRODUCT-ACCOUNT-AREA-NOTES} QuickCode Tag in your HTML templates.</p>
<p>Display on Storefront Page?</p> <p>Check "Yes" to display this product on your Store Home Page.</p>
<p>Product Page Template</p> <p>This is the HTML template in your store's selected Design Package that will be applied to this product's store page. All products use the "product" template by default. However, if you have created a unique template for a specific product, you can select that template here and it will be used when this product is viewed in your storefront.</p>
<p>Product Statistics</p> <p>This description can be displayed in your storefront by using the {PRODUCT-STATISTICS} QuickCode Tag in your templates. The product statistics field is a good place to display the products dimensions, etc.</p>
<p>Short Description</p> <p>This description can be displayed in your storefront by using the {PRODUCT-SHORT-DESCRIPTION} QuickCode Tag in your HTML templates.</p>
<p>Long Description</p> <p>This description can be displayed in your storefront by using the {PRODUCT-LONG-DESCRIPTION} QuickCode Tag in your HTML templates.</p>

Product Editor: General Options Tab
Option Name & Definition
<p>Product Name</p> <p>The name that will be displayed for this product in your storefront.</p>
<p>Is this product active?</p> <p>Inactive products are not displayed in your storefront. This allows you to remove the product from your storefront without requiring you to completely delete it from your account records. Admins who are logged in to your store's administration area can still view and manipulate inactive products in your storefront.</p>
<p>Display on Storefront Page?</p> <p>Check "Yes" to display this product on your Storefront home page.</p>

Number in Stock / Infinite Stock?

This is the number of units of this product that are available. As units are purchased, units of stock will automatically be subtracted from this number. Once a product falls below the "Low Stock Threshold" set in the System Settings, it will be removed from your storefront until the stock is replenished.

Product Manufacturer

The manufacturer associated with this product.

Product Categories

This is the primary category this product belongs to. This is the category that will be listed in the "Breadcrumb Links" on the Details Page for this product in your storefront.

Product Editor: Images Tab**Option Name & Definition****Basket Image**

The Basket Image is displayed in a customer's "My Basket..." table in your storefront. If there is a basket image associated with this product, it appears to the left of the name of the product. Recommended small image size is: 25x25 pixels.

Products can have up to four more images, each with a small, medium and large version.

Image 1 – 4 Captions

The image captions are displayed below the image on the product's store page.

Small Image 1 – 4

The Small Image is displayed on the Storefront page, in search results, and when viewing all products associated with a specific category or manufacturer. Recommended small image size is: 60x60 pixels.

Medium Image 1 - 4

A product's medium image is displayed on the product's store details page. All of the small images are listed on the page. Clicking on a product's small image will load the "medium" version of the image above it. Recommended small image size is: 150x250 pixels.

Large Image 1 - 4

Clicking the "medium" version of an image on the product's store page will load the "large" version of the image in a pop-up window. If there is no large image assigned to the product, clicking the "medium" image will have no affect. Recommended small image size is: 600x500 pixels.



For information on a specific option in the Product Editor, click the question mark icons found along the right-side of the page. (Example at left.) Clicking the icon will open a definition and additional instruction in a popup window.

Appendix B: Sections of the Storefront

Each Design package contains at least 30 different templates. So where are they all used? Following is a list of the section of the storefront, and the templates used in each.

Affiliate Account Pages Affiliates can log in to the account area to view their traffic, sales and commissions. These pages are only used if the Affiliate Marketing add-on module is installed.		
Template Files	Description	Storefront Page
affiliate_account_1	First of up to five pages of the Affiliate account area. When a customer successfully logs in to their Affiliate account area, they will automatically be forwarded to this page. A variety of {AFFILIATE...} QuickCode Tags can be used on this page.	aff_account1.php
affiliate_account_2	Second of up to five pages of the Affiliate account area. A variety of {AFFILIATE...} QuickCode Tags can be used on this page.	aff_account2.php
affiliate_account_3	Third of up to five pages of the Affiliate account area. A variety of {AFFILIATE...} QuickCode Tags can be used on this page.	aff_account3.php
affiliate_account_4	Fourth of up to five pages of the Affiliate account area. A variety of {AFFILIATE...} QuickCode Tags can be used on this page.	aff_account4.php
affiliate_account_5	Fifth of up to five pages of the Affiliate account area. A variety of {AFFILIATE...} QuickCode Tags can be used on this page.	aff_account5.php
affiliate_account_login	Place the email and password fields that Affiliates will use to log in to their account area on this page. Upon successful login, they will be forwarded to page one of the affiliate account area.	aff_login.php
affiliate_fetch_login	This page can be used to retrieve the affiliate's login information. Their login information will be sent to the email address associated with their affiliate account.	aff_fetch_login.php
affiliate_registration	Use this page to build a form for new users to sign up to become affiliates.	aff_register.php

Checkout Pages

These pages are used to collect the customer's contact information during the ordering process. Depending on how you design your templates, your store's checkout process may be between one to five pages long.

Template Files	Description	Storefront Page
checkout1	First of up to five pages of the checkout area. A variety of QuickCode Tags can be used on this page. When this page is successfully submitted, the user will be forwarded to checkout2.php.	checkout1.php
checkout2	Second of up to five pages of the checkout area. A variety of QuickCode Tags can be used on this page. When this page is successfully submitted, the user will be forwarded to checkout3.php.	checkout2.php
checkout3	Third of up to five pages of the checkout area. A variety of QuickCode Tags can be used on this page. When this page is successfully submitted, the user will be forwarded to checkout4.php.	checkout3.php
checkout4	Fourth of up to five pages of the checkout area. A variety of QuickCode Tags can be used on this page. When this page is successfully submitted, the user will be forwarded to checkout5.php.	checkout4.php
checkout5	Fifth of up to five pages of the checkout area. A variety of QuickCode Tags can be used on this page. When this page is successfully submitted, the user will be forwarded to the checkout_receipt.php page.	checkout5.php
checkout_failure	If a customer's order fails due to a declined credit card or because they are banned, they will be redirected to the checkout failure page.	checkout_failure.php
checkout_receipt	When a customer successfully submits their payment information, they will be redirected to the checkout receipt page.	checkout_receipt.php
checkout_receipt_print	This page can be used to create a printable version of the customer's order receipt.	checkout_receipt_print.php

Customer Account Pages

If your store includes password fields during the checkout process, then an account will be created for the customer the first time they place an order. Customers with an account will be listed on the Search Customers page in your store's administration area. Customers with accounts can log in to the store's customer account area to review their purchase history, shipping status, edit their contact information, and more.

Template Files	Description	Storefront Page
customer_account_1	First of up to five pages of the Customer account area. When a customer successfully logs in to their account area, they will automatically be forwarded to this page. A variety of QuickCode Tags can be used on this page.	cmr_account1.php
customer_account_2	Second of up to five pages of the Customer account area. A variety of QuickCode Tags can be used on this page.	cmr_account2.php
customer_account_3	Third of up to five pages of the Customer account area. A variety of QuickCode Tags can be used on this page.	cmr_account3.php
customer_account_4	Fourth of up to five pages of the Customer account area. A variety of QuickCode Tags can be used on this page.	cmr_account4.php
customer_account_5	Fifth of up to five pages of the Customer account area. A variety of QuickCode Tags can be used on this page.	cmr_account5.php
customer_account_login	Place the email and password fields that Customers will use to log in to their account area on this page. Upon successful login, they'll be forwarded to page one of the customer account area.	cmr_login.php
customer_fetch_login	This page can be used to retrieve the customer's login information. Their login information will be sent to the email address associated with their account.	cmr_fetch_login.php

Digital Delivery Pages

The Digital Delivery pages are only used if the Digital Products add-on module is installed. These pages are used by customers to log in and download the files associated with the digital products they have purchased.

Template Files	Description	Storefront Page
download_delivery	After a customer successfully logs in on the digdel_login.php page, they will automatically forwarded to this page. Use this page to list all of the files associated with the digital products the customer has purchased. This page is compatible with a variety of {DIGITAL-DELVIERY...} and {DIGITAL-FILE...} QuickCode Tags.	digdel_delivery.php
download_login	This page is used to log the customer in to the store's download area. Use the {DIGITAL-DELIVERY-PASSWORD-FIELD} in the template to display the "Download Access Password" field. After the customer successfully enters the password associated with their order, they will automatically be redirected to the digdel_delivery.php page, where they can download their files.	digdel_login.php

Gift Certificate Pages

This section of templates is only used if the Coupons & Gift Certificates add-on module is installed.

Template Files	Description	Storefront Page
gift_certificate_customize	If the customer purchases a gift certificate product in your store, this page will be appended to the checkout process. On this page, the customer customized the gift certificate, adding the recipient's name and email address, their name and a custom message. If the customer isn't purchasing any gift certificates, then this page is skipped during the checkout process.	gc.php
NONE (One is in development.)	If the customer purchases a gift certificate product in your store, link will be provided to this page, which will display a printable version of the gift certificate.	gc_print.php

List Pages This refers to all storefront web pages that display a list of products that match certain criteria.		
Template Files	Description	Storefront Page
basket	This page can be used to display the contents of the customer's shopping basket.	basket.php
category	This page can be used to display all of the subcategories and/or products associated with the selected category. Detailed information about the selected category will also be available.	category.php*
manufacturer	This page can be used to display all of the products associated with the selected manufacturer. Detailed information about the selected manufacturer will also be available.	manufacturer.php*
search_results	This page can be used to display the products that match the phrase entered in the store's search field. In addition to the usual sorting options (ie: sort by product name, sku, price, etc.), an additional condition "search score" will also be available. The search score is a calculation based on how well the product data matches the customer's search phrase. The higher the search score, the better the odds are that the product matches what the customer is looking for. The search score is not a 1-100 scale. It's scale will vary for each search.	search_results.php

Product Details Pages

This page displays detailed information about the selected product.

Template Files	Description	Store Page
product	This page is designed to display the detailed information about the selected product. A variety of {PRODUCT...} and other QuickCode Tags can be used.	product.php*

Store Home Page

This is your store's Home Page; the default starting page of your account's public shopping area. The store home page is typically used to display new or featured products.

Template Files	Description	Store Page
store_closed	This page is displayed if your store is closed. If closed, all store pages will redirect customers back to this page. <i>However</i> , if you're logged in to your store's administration area, you'll bypass the redirection to the store_closed page, and you'll still be able to browse your entire store as if it were open.	store_closed.php
storefront	This page is designed to display the "featured products" that you have set to be displayed on your store's home page. Active products will be displayed.	storefront.php

*The category.php, manufacturer.php and product.php pages use the template file listed here by default. However, categories, manufacturers and products can have a different template assigned to them. The Editor screen for each one includes an option to select a different template.

Why would I ever use this?

For example, say that I would like to create a special template that displays "On Sale!!!" in big orange letters for products that are on sale. Using the template tools in my store's administration area, I could create a new template titled sale_products. I could then open the Product Editor for my sale products, and select sale_products as the template applied to each. Then, when customers view my sale products, they'll see the template with the big orange letters announcing the selected product is on sale; while the rest of my store product pages continue to use the standard product template.

Modular Merchant Terms of Service

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