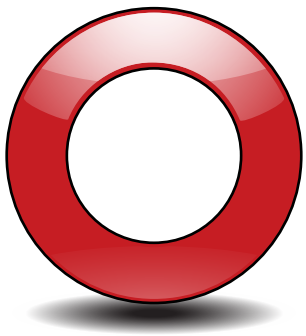
User's Guide



WebDNA
Software Corporation

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If you have any comments or suggestions about WebDNA, documentation or online help, please send an e-mail to info@webdna.us.

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About This Manual

The WebDNA User Guide is designed for both non-technical end users and web administrators/programmers. Typical non-technical end users are not HTML programmers but want to quickly build a web store to sell products and/or services over the Internet. WebDNA supports these types of users through its powerful SiteBuilder.

A second manual, the WebDNA Programmer Guide, is designed for the novice to the advanced administrator and programmer familiar with at least some HTML and web store development. Both manuals support the Macintosh, Windows and UNIX versions of WebDNA. Differences between the versions are noted in the text of the manuals.

To effectively use the WebDNA manuals for installation, configuration, and maintenance of your web site, the following prerequisites are recommended:

- 1. Familiarity with HTML
- 2. Calling a CGI
- 3. Suffix mapping
- 4. URL encoding

For detailed WebDNA information, see the WebDNA Programmer Guide.

Structure

The WebDNA User Guide includes the following information:

- Chapter 1 – Getting Started This chapter introduces WebDNA. It provides a brief features overview and describes how you can customize your web site to meet your objectives.
- Chapter 2 – Installation and Administration This chapter provides hardware and software system requirements, installation instructions, and WebDNA Administration setup instructions. It is recommended that a web administrator installs and configures the software for use by end users.
- Chapter 3 – SiteBuilder This chapter is designed specifically for end-users of WebDNA. It consists of a series of pre-defined templates for creating a web store, adding products, setting up order processing, handling shipping and tax rate information.
- Chapter 4 – WebDNA Programming This chapter covers WebDNA features designed to assist with programming.
- Appendices This section provides a glossary, the WebDNA license agreement, and technical support information.

Conventions

This manual and the WebDNA Programmer Guide use the following conventions:

- WebDNA may be used interchangeably as a product line and as a scripting language.
- Since WebDNA is often sensitive about space characters and carriage returns, when giving specific code examples that should not be broken, but do not fit on one line, the continuation on the next line is indented.

- The following icons are used:

Mac specific

Windows specific

Unix specific

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Chapter 1 – Getting Started

Welcome to WebDNA, your complete solution for eCommerce and dynamic web publishing.

What Is WebDNA?

WebDNA is a powerful solution for business to business eCommerce. It is a lightning fast 4th generation language designed to generate dynamic HTML. WebDNA works with your existing web server to allow you to design web stores with all the features found in the leading sites.

WebDNA is known as the fastest web database. This is because it was designed from the ground up to serve information over the Web. It has been optimized in many areas to efficiently publish databases of every kind, especially product catalogs.

WebDNA is designed for business owners who want to publish a web-based catalog of their products and sell them over the Internet without spending a fortune in time and money to do so. To this end, WebDNA can be used by:

Non-Technical End Users – Using the WebDNA SiteBuilder template, you can create, publish and modify your Internet store without knowing anything about HTML or any other complex Internet programming languages. The only computer skills required are the ability to use a mouse, basic web page navigation and searching, and general keyboard skills. Knowing just a little bit about HTML and web page building/publishing, you can customize your web page templates.

Programmer's/Web Administrators – Using the WebDNA language, you can add significant power to any web site when using WebDNA's language and functionality, which lies somewhere between the simple markup tags used with HTML and the sophisticated use of SQL's abilities to construct database searches with formatted output. See the WebDNA Programmer Guide for detailed customization information.

What Can WebDNA Do?

Perhaps a better question is what WebDNA can not do? Think of it this way, use of WebDNA is only limited by your own imagination and design skills. Because WebDNA is generic, flexible and HTML-driven, it can do whatever you want it to do from a web store, to calendar system, to customer-tracking system, to financial management system. You can use it to generate your Internet and Intranet web sites. WebDNA lets you explore and carry out all of your entrepreneurial ideas.

WebDNA runs in conjunction with your web server to create a dynamic eCommerce environment. However, its functions are not limited to eCommerce. You will find that it can do many of the tasks that make your web site a much more attractive and resourceful place for visitors. For example, WebDNA:

- Supports unlimited web stores.
- Supports integrated order management solutions for automated credit card processing, order handling and electronic delivery.
- Includes free extensions for Dreamweaver to ease custom WebDNA development.
- Provides "live update," letting you upload product graphics and more right from your browser and view the results immediately.
- Indexes your web site automatically for maximum search engine exposure.
- Includes high-speed internal database.
- Supports multiple platforms: Windows, Mac and UNIX.
- Wireless Application Protocol (WAP)-enabled technology on sites built with SiteBuilder.

WebDNA can both send orders via e-mail and automate the payment, notification and delivery processes. It performs credit card verification, order notification, and if desired, electronic delivery. Using WebDNA, you can have a completely automated sales force that never sleeps and never asks for a raise.

WebDNA Compatibility

WebDNA works with almost all web server products on most platforms WebDNA the product has two pieces that make it up, the engine and the templates that coordinate basic functionality. The engine is engineered to run under all modern web servers. This allows WebDNA to enhance the abilities you are getting from your web server, such as Secure Sockets Layer (SSL), WebDNA simply rides on top of it. The functionality templates include both SiteBuilder and Administration templates. All of these items are written in WebDNA and are left as unencrypted open source so that administrators can both have examples of how to do things and have easy places to modify the basic behavior of their system.

The WebMerchant Advantage

WebMerchant includes functionality to handle automated payment processing in conjunction with such programs as CyberCash®, ICVerify®, MacAuthorize®, and other payment systems. In addition to payment authorization, WebMerchant includes the ability to void or credit purchases, and, it manages systems that require book and ship authorizations.

WebMerchant represents a dramatic step forward in the payment processing, product delivery and e-mail notification capabilities available with WebDNA. Utilizing the power of the WebDNA language, WebMerchant is built with numerous timesaving features. In addition, WebMerchant adapts easily to new environments through the modification of WebDNA scripted HTML files.

WebMerchant is a collection of open source WebDNA templates and databases. The set of templates is left unencrypted allowing you to easily access data to customize form and function. However, it is not recommended that you modify WebMerchant's templates unless you have a solid understanding of WebDNA.

See the WebDNA Programmer Guide for detailed WebDNA information.

Chapter 2 – Installation and Administration

System Hardware Requirements

Macintosh Hardware

Mac OS-compatible computer, Intel or PPC, with at least 4 MB of extra RAM available to the application or plug-in, at least 5 MB of available hard drive space and an Ethernet connection. Additional memory and hard drive space may be required for large databases.

Windows Hardware

Windows 95/98, NT or 2000 computer with at least 4 MB of extra RAM, 5 MB of available hard drive space and an Ethernet connection. Additional memory and hard drive space may be required for large databases.

UNIX Hardware

WebDNA can be operated on the following UNIX configurations:

Linux Intel

RedHat Linux 6.0 or 6.1, 32M RAM

Sun Solaris SPARC

Any machine capable of running Solaris 2.6 with SPARC-compatible CPU (the more RAM, the better)

Cobalt RaQ3i

Any Cobalt RaQ3i (the more RAM, the better)

> It is recommended that you run your web server software and WebDNA on one computer, and your HTML development software and your web browser on another. The two computers must be connected to one another through a TCP/IP network. Refer to your hardware and operating system documentation for instructions.

System Software Requirements

Server Side

Web server software running on a Macintosh, Macintosh Server, Windows NT or UNIX system.

WebDNA CGI or Plug-in. On Windows NT, WebDNA may be run as a Service or as a standalone application.

Client Side

Web browser software such as Netscape Navigator or Microsoft Internet Explorer.

HTML development software, including a plain text editor.

Installing WebDNA

Before You Begin

Review the "ReadMe" file included with WebDNA for any last minute instructions.

If you have an earlier version of WebDNA installed in a folder named WebCatalog within your web server folder, move or rename that folder before installation, since your new WebDNA installation may overwrite the files in your old WebCatalog folder.

Macintosh

Download the Macintosh installer from store.webdna.us. Double-click to run the installer application.

The Installer application installs a folder named WebCatalog at a user selectable location on your server. It will also install the WebCatalogEngine folder inside the “cgi-bin” folder in your web server.

Install the WebCatalog folder at the document root of your web server folder. The WebCatalog folder contains the WebDNA templates and associated web pages for the examples and general use templates. The WebCatalogEngine folder contains the server wide engine and administration pages. If you plan to use the plug-in version of WebDNA, drag the plug-in from the WebCatalogEngine folder to your web server’s plug-in folder. For web server specific information please refer to the ReadMe.txt files.

Note: In order to use the Java features from the new [Object] context, you will need to install the latest Java runtime environment from Apple. You can get it at: http://developer.apple.com/java/download/

Windows

Download the Windows installer from www.webdna.us. Double-click Setup to run the setup program.

The setup program installs a directory named WebCatalog in your root HTML directory and one named WebCatalogEngine in your CGI directory. All WebDNA examples and templates files are stored in the HTML directory. All WebDNA Administration and support files are stored in the engine directory.

Set up Suffix Mapping.

You must set up Suffix Mapping for your web server before you begin using WebDNA.

If you ran the Windows installer, the proper suffix mapping (file extension mapping) is set by the installer automatically.

If you will be using a Netscape server, the Netscape server installation requires some additional steps. For web server-specific information, please refer to the ReadMe.txt file on the WebDNA CD.

UNIX

LINUX Intel

Download the WebDNA RPM package distribution. (You must be the root user in order to install WebDNA.) Use the following command to install the distribution:

rpm – Uvh WebDNA-x.xxxx-x.i386.rpm

Where “x.xxxx” is the version release number.

This command will extract the archive file used by the RPM application to install the entire WebDNA application into your system

Once installation is complete, the starting point for WebDNA is:
http://your.server.com/WebCatalog/

To view bug fixes and change history, browse:
http://your.server.com/WebCatalog/WebCatReference/WebCatalog%20Chage%20History.html

Sun Solaris/Sparc V2.6

Download the WebDNA package distribution. (You must be the root user in order to install WebDNA.) Use the following command:

gunzip WebDNA-x.xxxx.tar.gz tar xvf WebDNA-x.xxxx.tar

Where “x.xxxx” is the release number

After extracting the package, you will see the following WebDNA folder and files:

- WebDNA
- INSTALL
- install_WebDNA.sh
- uninstall_WebDNA.sh

Read the INSTALL file carefully and follow its instructions. Once installation is complete, go to the starting point for WebDNA at http://your.server.com/WebCatalog/

Cobalt RAQ3I

Use a browser to access your Cobalt box’s admin page http://yourserver.com/admin. Click the Maintenance button. Click the Install Software button. Type in a full URL where the WebDNA for RaQ3i installer package can be found (http://www.yourserver.com/WebCatalog-4.0.pkg is an example).

The Cobalt interface should show that the package has been installed. Telnet to your Cobalt box and log in as the root user: cd to /home/sites/home/web/WebDNA. Run the following WebDNA controller: “./WebDNACtl start”

Mac OS X

This distribution has been designed to operate under the Apache server as found in the Mac OS X Server operating system or as part of the Tenon iTools package under Mac OS X.

Log in as the root user in order to install WebDNA and download the WebDNA distribution file. Use the following command to unpack the distribution:

tar xvpfz WebDNA-x.xxxx.pkg.tar.gz

Where “x.xxxx” is the release number)

This command extracts the archive and creates a Mac OS X server package file (called WebDNA-x.xxxx/WebDNA.pkg). This file is used by the Mac OS X server package installer to complete the WebDNA installation.

Double-click the WebDNA-x.xxxx/WebDNA.pkg file to invoke the MacOS X package installer. You can also use the command line to install the WebDNA package by entering:

cd WebDNA-x.xxxx

installer.sh WebDNA.pkg

Accessing WebDNA After Installation

To see more information about this release version, the starting point for WebDNA is http://your.server.com/WebCatalog/ This is the main welcome page for WebDNA and it loads automatically after WebDNA installs. It's a good idea to bookmark the WebDNA Welcome page.

If you have any questions, please contact WebDNA Software Corporation to obtain more information: info@webdna.us.

Administering WebDNA

WebDNA's Administration features are accessed from the Administration link on the WebDNA home page. You must have a valid username and password for the Admin Group in order to conduct WebDNA administration activities. WebDNA Administration activities include:

- Configuring WebDNA for Initial Use*
- Defining your WebDNA Preferences
- Setting up WebDNA Security
- Defining Triggers
- Viewing Statistics
- Defining Email Setup
- Showing all open Databases
- Flushing Databases
- Flushing Templates
- Reviewing Your Error Log
- Configuring WebMerchant Administration

* It is critical to the security of your web site that you complete this step first after installing WebDNA.

Configuring WebDNA for Initial Use

WebDNA configuration is performed remotely via your web browser. All serial numbers and preferences are entered remotely as well. This provides you with flexibility over where the actual web server computer is located.

WebDNA is administered using your browser software. This is because WebDNA is a faceless application; it has no interface of its own. HTML templates within the WebCatalog folder determine WebDNA's interface. All of these templates may be easily modified.

To Configure WebDNA for Initial Use, navigate your browser to http://< your server >/WebCatalog/index.html where < your server > is the IP address or domain name of your web server.

Under Windows the file is index.htm

The WebDNA home page displays, as shown in Figure 1 on the next page.

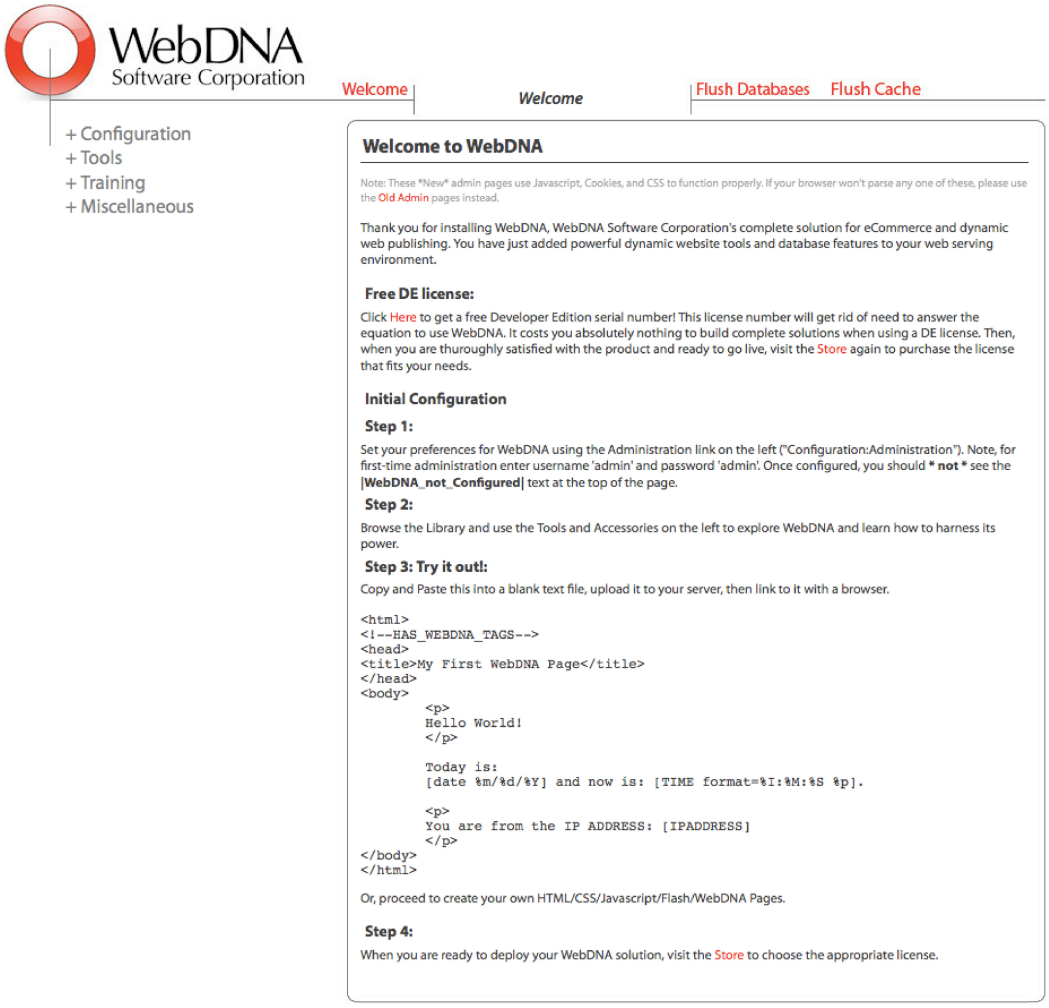


Figure 1. Welcome To WebDNA Screen

Links to all necessary administration and reference materials are located on the Welcome page. You may want to bookmark this location for easy reference. Click Administration to continue.

When you launch WebDNA for the first time (or it is launched automatically by the web server), you are asked to enter your serial number. If you do not have a valid serial number, you can answer a simple math question to tell WebDNA to run in a development/demonstration mode for two hours before quitting and asking the question again on the next request.

Insert your serial number where indicated in your browser, then click OK. (You only insert your serial number the first time WebDNA is run.) Reload the Administration page as instructed then insert a username *admin* and the password *admin* to gain initial access.

Always change the admin password first before performing any other activities to prevent other users from modifying your site.

To change your password, click the Security link in the left panel of the Welcome page. Security Administration allows you to add users and groups for your site. The most important group is the Admin group, which must always contain at least one user. Members of the Admin group can set preferences and administer WebDNA remotely.

Click Show All Users. You should see a single default user with the group name of admin. Click the Edit link and enter a new password. Click Change User.

Once your new password has been assigned, when asked to enter a username and password, use *admin* and your new password. See Defining WebDNA Preferences to continue.

Defining WebDNA Preferences

WebDNA's preferences are records in a special database named WebCatalog Prefs. Most preferences found in the database file can be set using the Preference section of the WebDNA Administration page.

To Display the WebDNA Preferences Form click the Administration link from the WebDNA Welcome page.

Choose the Preferences link in the left panel to display the Preferences page. The Preferences page provides the following sections of information:

- General
- Performance
- Security
- Technical

General Preferences

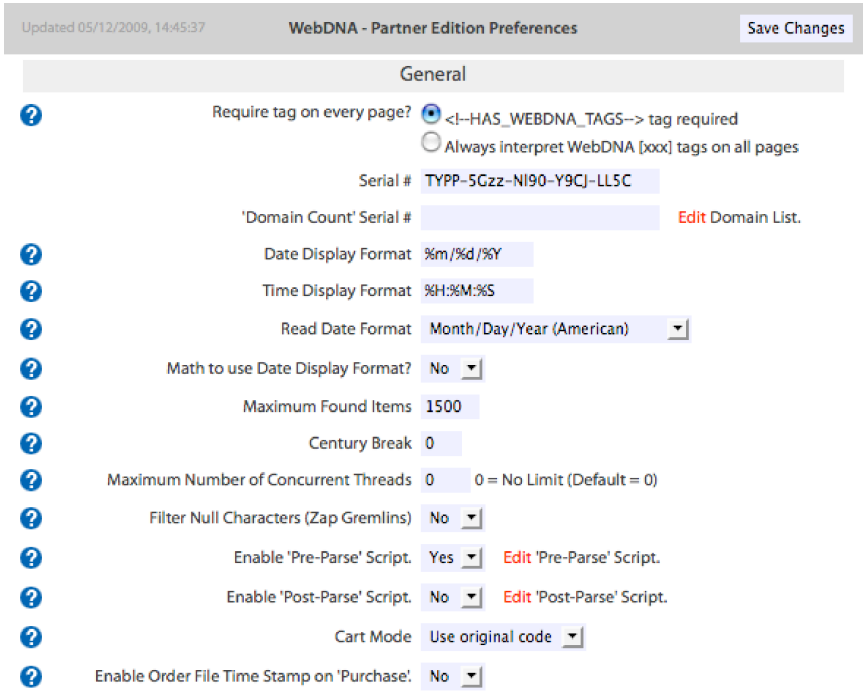


Figure 2. General Preferences Screen

Require tag on every page?

You can set up WebDNA so that it processes all files (.htm, .html, etc.) instead of just processing .tpl files. If you have a large site that contains thousands of .html files, which might contain some text that looks like WebDNA (but isn't meant to be interpreted), you should set this preference to require the <--!HAS_WEBDNA_TAGS--> HTML comment. Then pages will not be interpreted by WebDNA unless they contain this particular HTML comment tag.

Choose one of the following options:

1. <--!HAS_WEBDNA_TAGS-->
2. Always Interpret WebDNA [xxx] tags on all pages

Serial Number

This is the WebDNA Software Corporation key code currently in use for this product. You will be supplied with a serial number with your purchase. Enter it here.

Domain Count Serial Number

This is the WebDNA Software Corporation key code used to activate the appropriate number of domains, depending on the license you purchased. If you received a domain count serial number with your product, enter it here.

Date Display Format

The default format used to display dates. See the instructions for the [Date] tag in the WebDNA Programmer Guide.

Time Display Format

The default format used to display times. See the instructions for the [Time] tag in the WebDNA Programmer Guide.

Read Date Format

Defines how WebDNA interprets dates when performing sorting and comparisons, and math functions. If your dates are stored in European format in a database, you should choose the European popup.

Math to Use Date Display Format?

Defines how the [math date] tag will display dates. If set to yes, the output from the [math date] tag will match the settings chosen for [date].

Maximum Found Items

When you perform a search in WebDNA, there may be situations where you don't want to return all the items found. This is necessary to prevent the HTML returned from being so large it could crash or unnecessarily delay the browser viewing the site. By default this number is set at 500.

Century Break

Determines how WebDNA will handle 2-digit years when handling dates. If you set this value to 30, every two-digit year from 00 to 30 will be interpreted to mean 2000 - 2030, and every two digit year from 31 to 99 will be interpreted to mean 1931 - 1999

It is strongly recommended that you always use four digit years in all date calculations.

Maximum Number of Concurrent Threads

Advanced feature; sets the maximum number of concurrent connections that the WebDNA engine will handle at any given instance. If the limit is reached, additional connections will be queued. Setting the limit to zero will turn the limit code off. A large value does not necessarily mean better performance. Setting the thread limit too high may result in poor performance, as it increases the frequency of thread switches. Faster CPUs will handle a larger value.

Maximum Number of Concurrent Threads does not apply to the WebDNA - Developer Edition.

Filter Null Characters (Zap Gremlins)

When set to Yes, WebDNA will replace NULL characters with spaces. NULL characters are sometimes inserted into text files by third party HTML editors. Templates containing NULL characters will cause WebDNA to stop processing the template. You should Flush Templates after changing this setting.

Enable Pre-Parse Script

Any WebDNA code that exists in the Pre-Parse Script will be processed at the start of every template request.

This is a powerful feature of WebDNA. It is an ideal place for special machine level (or application level if running as a WebDNA Sandbox) functions. See the WebDNA Programmer's Guide for more information.

Enable Post-Parse Script

Any WebDNA code that exists in the Post-Parse Script will be processed at the end of every WebDNA page request. If the post-parse script feature is enabled, then you will need to include, at a minimum, the [WEBDNA_TEMPLATE_RESULTS] tag, as it contains the entire results of the requested template.

This is also a powerful feature of WebDNA. See the WebDNA Programmer's Guide for more information. The [WENDNA_TEMPLATE_RESULTS] tag allows you to wrap WebDNA code around the template results.

Performance Preferences

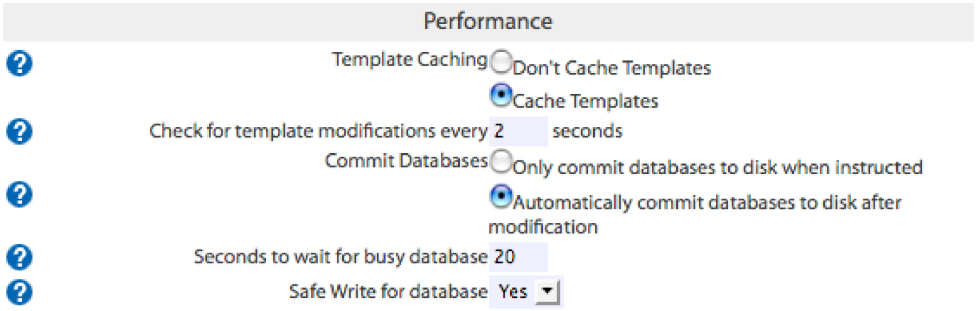


Figure 3. Performance Preferences Screen

Template Caching

The template cache includes HTML files served by WebDNA as well as files referenced by WebDNA's [Include] tag. See the WebDNA Programmer Guide for details.

Choose one of the following:

1. Don’t Catch Templates: Select "Don't Cache Templates" to turn off template caching (and force WebDNA to read the template file from disk each time it is required).
2. Cache Templates: WebDNA can cache all template files it uses. This increases the speed at which your site is displayed because WebDNA does not have to read the files from disk each time. The WebDNA template cache is more intelligent than most other caches because it recognizes when a template has changed (by looking at its modification date) and updating the file automatically.

Check for template modifications every “nn” seconds

WebDNA automatically reloads pages in its template cache when their modification date changes. Even though checking the modification date is very fast and does not require the file to be opened or read in any way, the default time between checks is two seconds. Because the check only occurs when a page is requested, only pages accessed more often than once every two seconds are affected.

You can manually set the Check Template Interval to any value from 0 seconds (every time the page is accessed) to 86400 seconds (24 hours).

Commit Databases

Since WebDNA derives much of its incredible performance by storing databases in RAM, changes made to a database by WebDNA's database commands and contexts are also made in RAM. When WebDNA writes the information to disk, it does not need to reload the database, thus accelerating the operation speed even more.

Additionally, database searching does not modify a database, and thus doesn't require writing out changes.

Choose one of the following:

3. Only commit databases to disk when instructed. Select to optimize the amount of data written to disk.
4. Automatically commit databases to disk after modification: Select to automatically write database changes to the database file on disk.

Seconds to Wait for Busy Database

Under certain conditions, WebDNA may place a database into an exclusive lock condition to prevent loss of data. This setting prevents database deadlock by only waiting a certain amount of time before giving up on an exclusive lock of a database.

Safe Write for Database

Enabled by default, this tells WebDNA to create a temporary file when writing the contents of a RAM database to disk. The temporary file is then copied over the original database file. This helps to eliminate corruption of the original database file if there is an interruption during the database write process.

Security Preferences

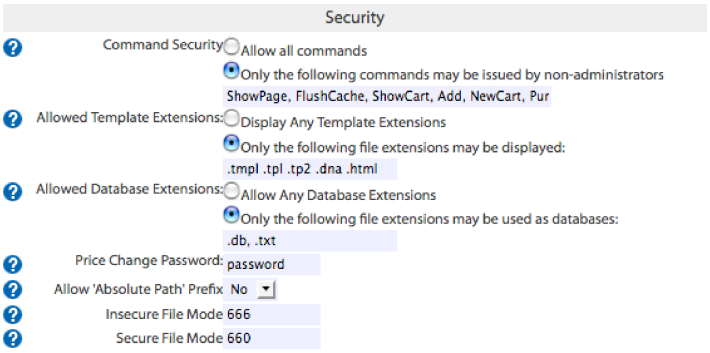


Figure 4. Security Preferences Screen

Command Security

This preference is used to restrict certain WebDNA commands from being used by anonymous visitors to your site. Note that this only affects commands, not contexts. If you don't allow the append command, the [append] context is still available. Contexts are always safe, however, because they are contained within a template and thus cannot be changed remotely, as can commands within URLs.

Choose one of the following:

1. Allow all commands: Select Allow all commands only if you want to give anonymous users the ability to add, edit and delete records in your databases (this is generally a bad idea, because it can create many security issues on your site).
2. Only administrators may issue the following commands: Most of the time you will want to restrict the commands. The default values are standard.

Allowed Template Extensions

Template extensions include a list of valid file extensions WebDNA can process and return to visitors. By restricting file extensions, you can prevent hackers from accessing files meant to be served by other applications. In particular, you can prevent WebDNA from serving database files as templates so people cannot view the entire contents of a database.

Choose one of the following:

1. Display Any Template Extensions
2. Only the following file extensions may be displayed (The default values here are chosen for best security)

Allowed Database Extensions

Allowed database extensions include a list of valid file extensions that WebDNA's commands and contexts can use as a database.

Choose one of the following:

1. Allow Any Database Extensions
2. Only the following extensions may be used as databases (the default values here are chosen for best security)

Price Change Password

This password is required when setting certain values such as Price, UnitShipCost and Taxable that are normally retrieved from a database when a product is added to the shopping cart or updated. See the instructions for [SetLineItem] and the Add command in the WebDNA Programmer Guide for more information.

Allow Absolute Path Prefix

Prefixing a file or database path with an asterisk (*) will force WebDNA to treat the path as absolute, and not relative to the virtual root. This is useful on platforms where using an alias is not an option. This feature is disabled by default.

Insecure File Mode

Sets the file permissions that the WebDNA engine will use when creating a new file where the preference for security is set to false ([CreateFile secure=F]).

Secure File Mode

Sets the file permissions that the WebDNA engine will use when creating a new file where the preference for security is set to true ([CreateFile secure=T]).

Technical Preferences

Figure 5. Technical Preferences Screen

Technical Support Information

If you experience unexpected behavior with WebDNA, you can tell WebDNA to write technical information to a file called WebDNA.debug. This information can be useful in determining the cause of the unexpected behavior or help pinpoint error in code otherwise difficult to find.

1. No - default setting. Does not write any technical information
2. Yes - writes technical information to WebDNA.debug

It can be useful to turn this feature on and gather information prior to contacting WebDNA Software Corporation technical support to solve problems.

Catching Terminate Signal

Causes the WebDNA to output debug information when WebDNA stops running due to a bus error. Information will be written into a file called SignalCatcher.debug

Log Error Messages

Causes WebDNA to write all WebDNA error messages into a file called ErrorLog.txt. The format of the messages and the location of the ErrorLog.txt file can be changed by modifying the ErrorTemplate file.

Display Error Messages

Causes WebDNA to display all WebDNA error messages in browser.

Be sure to select Save Changes to save any changes made to your WebCatalog Preferences.

Setting Up Security

WebDNA has a special database named Users.db for storing username, password and groups information for individual users. This information is used primarily for the [Protect] tag. The [Protect] tag is used on all of WebDNA's Administration pages to prevent access from anyone not a member of the admin group. You may add, edit and delete users from the user database by using the Security Administration screen which is accessed by clicking Security on the WebDNA Administration page.

Figure 6. Security Administration Screen

This interface lets you create a new user and create new security groups or add existing groups to that user's record. You can also specify the date when a particular user account will expire. Additionally, upon expiration, you can direct WebDNA to delete all information related to that expired user account stored in the database to help keep extraneous data to a minimum. Click Add New User to save the information.

You can use the upper right pane to quickly search for an existing user in order to update the information of confirm that it exists. You can choose Show All Users to see a list of all current users in the database. Each record is editable and you can delete individual users.

You don't create groups by themselves. Groups are only created when adding or editing users. If you want a new group, Administrators, for example, simply add the group name Administrators into the groups field when you add the next user, or edit an existing user and add the Administrator group to their record.

Group names should be separated by commas or spaces. Avoid punctuation marks or other characters in group names.

ISP Sandbox

A WebDNA administrator can designate a particular folder and its subfolders as a WebDNA Sandbox. This means that WebDNA templates running from within that folder will not be able to view, manipulate, delete, or create any files outside of their designated, root Sandbox folder.

This lets multiple WebDNA developers access to the same machine knowing that each sites is locked to its own root folder and cannot corrupt the files of another site.

Each sandbox site has its own preferences file called Sandbox Prefs, which includes nearly every preference you would find in the master preferences file.

Each Sandbox separately processes its own Triggers, has its own Emailer process and uses a separate Users.db file, so even security settings and administration are independent for every defined ISP sandbox. All of the support files, such as Globals, EmailFolder, EmailCompleted, etc. are also duplicated and separately maintained for each individual ISP Sandbox folder.

ISP Sandbox folders are created and managed from the ISP Sandbox page by clicking ISP Sandbox on the main Administration page.

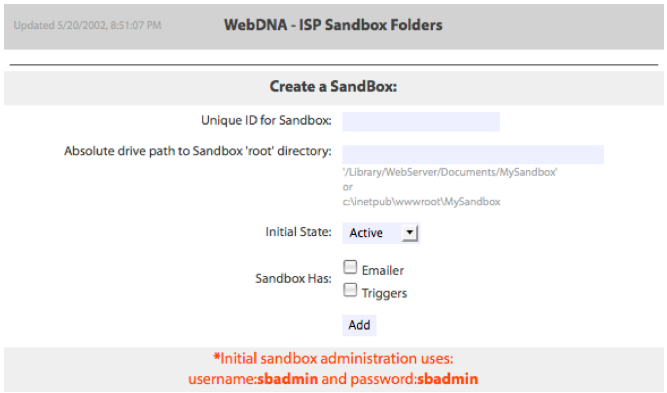


Figure 7. ISP Sandbox Administration

Create a new Sandbox be entering a unique ID. This ID is used to name the folder that is created for the ISP Sandbox, so the same file naming conventions that apply to your particular platform apply here. Avoid periods, spaces or backslashes or other special characters, and keep the length within the limits of your platform.

You must tell WebDNA the complete root path to the ISP Sandbox folder where you want to store the files for the particular ISP Sandbox.

You have the option of setting the initial state to either Active or Inactive. This simply allows you to prepare the basic site for use without activating it.

Under Sandbox Options, you can choose whether the particular ISP Sandbox requires its own Emailer process for handling email generated by sites within the sandbox. If the particular sandbox will be handling online sales, for example, you would check Emailer so that a separate Email process is started to monitor and send confirmation emails generated by online sales.

Also under Sandbox Options, you can choose whether the particular ISP Sandbox will require its own Triggers process to monitor and call individual Triggers for this particular sandbox. As an example if this Sandbox includes a web store where users can place orders, a Trigger would normally monitor for incoming orders and process them. In that case, Triggers will need to be checked.

Both Emailer and Triggers are discussed a littler further on in this manual and in more detail in the WebDNA Programmers Manual.

Click Add to save the ISP Sandbox information and to create the new folder to hold the new sandbox at the specified location.

Sandbox Scripts

Sandbox Scripts are a powerful feature of WebDNA Sandboxes. They are special sets of WebDNA commands for specific purposes, most of which involve SiteBuilder and the eCommerce functions built into the Commerce and Enterprise editions of WebDNA.

You can also create your own scripts for performing special functions and you can choose whether these scripts are available to ISP Sandboxes or just individual Sandboxes.

Sandbox scripts are discussed in more detail in the WebDNA Programmers Manual.

Do not change or delete any scripts unless you are very familiar with WebDNA and WebDNA programming.

ISP Hosts & ISP Plans

Settings for ISP Hosts and ISP Plans allows you to control which features of SiteBuilder to enable or disable for individual ISP Sandboxes, using SiteBuilder.

This is extremely useful for a web developer because she can quickly manage what features she is providing and charging for from within these pages. To start, click ISP Plans from the main WebDNA Administration page.

WebDNA - ISP Plans

PlanNumber	PLAN	Options
1	Photo Album Portal	Photos
2	Personal Portal	Photos,Calendar,Links,News,Directory
3	Business Portal	Photos,Calendar,Links,News,Directory,Handbook,FAQ,Classifieds,Careers,Documents
4	Commerce Portal	Photos,Calendar,Links,News,Directory,Handbook,FAQ,Classifieds,Careers,Documents,Products

Figure 8. ISP Plans

There are four (4) plans listed, each of which have different Options. To view and edit the options available for each of the four plans, click on one of the plan numbers. In this case we've clicked on 4, which brings up the ISP Plan Options page, shown in Figure 9., below.

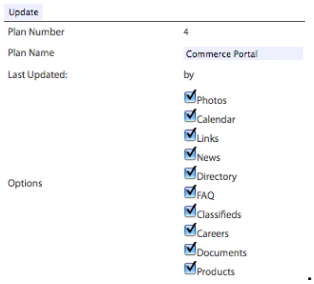
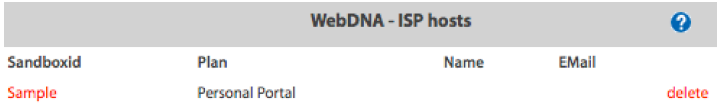


Figure 9. ISP Plan Options

From here, you can rename the particular plan and enable or disable features that are build into WebDNA's power SiteBuilder, which is covered later on in this manual. Click Update to save any changes.

Now, to understand how ISP Hosts, ISP Plans and ISP Sandboxes all work together, click on ISP Hosts from the main WebDNA Administration page.



WebDNA - ISP hosts

Sandboxid	Plan	Name	EMail	
Sample	Personal Portal			delete

Figure 10. ISP Hosts

Each of your ISP Sandboxes will appear in the list of ISP Hosts. You can select which ISP Plan to apply to each sandbox and which SiteBuilder features to enable or disable. This means that you can easily sell various service levels to your customers and quickly enable and disable those features all without programming a single line of WebDNA code!

In this particular case the site Sample is currently configured as a Personnal Portal. The features available to a Commerce are listed in Figure 9. As you can see, if I sell a basic online store to a customer, and later on that same customer wants to add a calendar to their site, doing so is as easy as checking the Calendar checkbox and then adjusting the appearance of the calendar function within SiteBuilder.

Triggers

Triggers are URLs that will be called at a specified interval. This means that the particular URL will be processed as if a web browser had requested a particular page at a particular moment.

Most often, triggers are used to execute a WebDNA template at a preset time. For example, WebMerchant uses triggers to scan the Orders folder at a specified interval looking for new orders. Other uses might include summarizing categories in a database once a day and writing out a static HTML home page.

Triggers are managed by clicking Triggers on the main WebDNA Administration page which will display either a list of triggers already defined or will display the Trigger Setup page as shown in Figure 11.

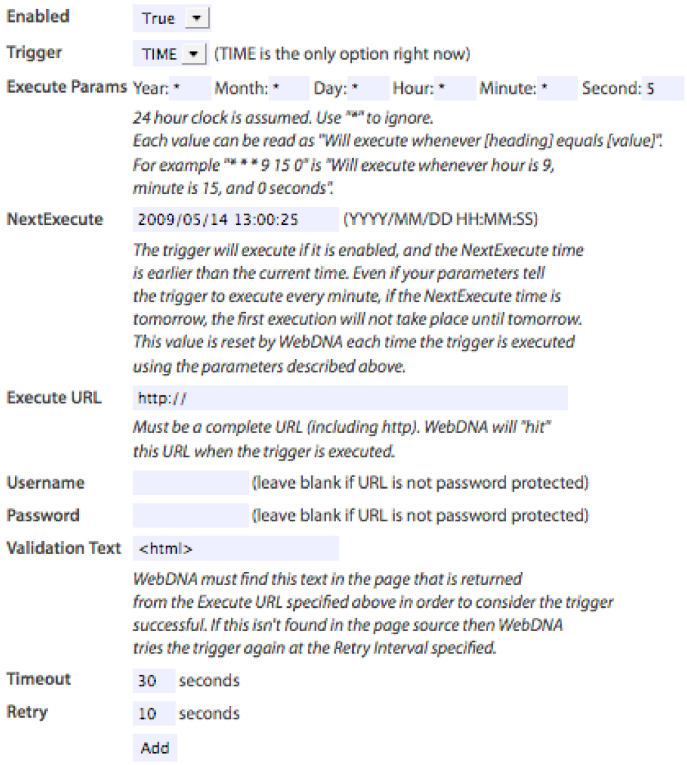


Figure 11. Trigger Setup

Trigger Settings

Enabled

You can quickly turn a trigger on or off (so it won't execute) without deleting it. To do so, select the value in this pop-up and save the changes.

Trigger

This pop-up selects the type of trigger. Currently, there are only time triggers.

Execute Params

Execute parameters specifies when a trigger (URL) is executed (hit).

Trigger execution times are specified starting with the year, down to the second. A 24-hour clock is assumed for the time. If you want to ignore a particular field, place an asterisk in the field. For example, if the year, month and day fields have an asterisk, and the hour field is 9, the minute field is 13, and the second field is 45, then the trigger will execute each day at 45 seconds after 9:13 in the morning. You can see that the smallest time interval between triggers is 1 minute (if all the fields are asterisks and the seconds field is 30, then the trigger will execute every minute when the second is at 30).

Next Execute

This value is the full date and time at which the trigger is next set to execute. If you have just created a trigger and want it to start right away, insert the current (or old) date and time. If you want to delay the start of the trigger, insert a future date and time. This field is reset by WebDNA each time the trigger is executed.

Execute URL

A full URL (http://...) that should be called when the trigger is executed. Often, this is a URL on your local machine that executes a WebDNA template (however, a full URL is still necessary).

Username

If the URL you are executing is protected, you can enter the username and password for the page in these fields.

Password

See Username.

Validation Text

A small snippet of text that is found in the page pointed to by the Execute URL. If this text isn't found, then the trigger is not considered successful (the site is down for example). Normally, this would be a standard HTML tag like <html>. The text should be short and found near the beginning of the page for optimum speed. The text match is not case sensitive.

Timeout

Refers to the number of seconds to wait before considering the trigger timed-out (in case the site is down).

Retry

How long to wait before retrying a timed out trigger.

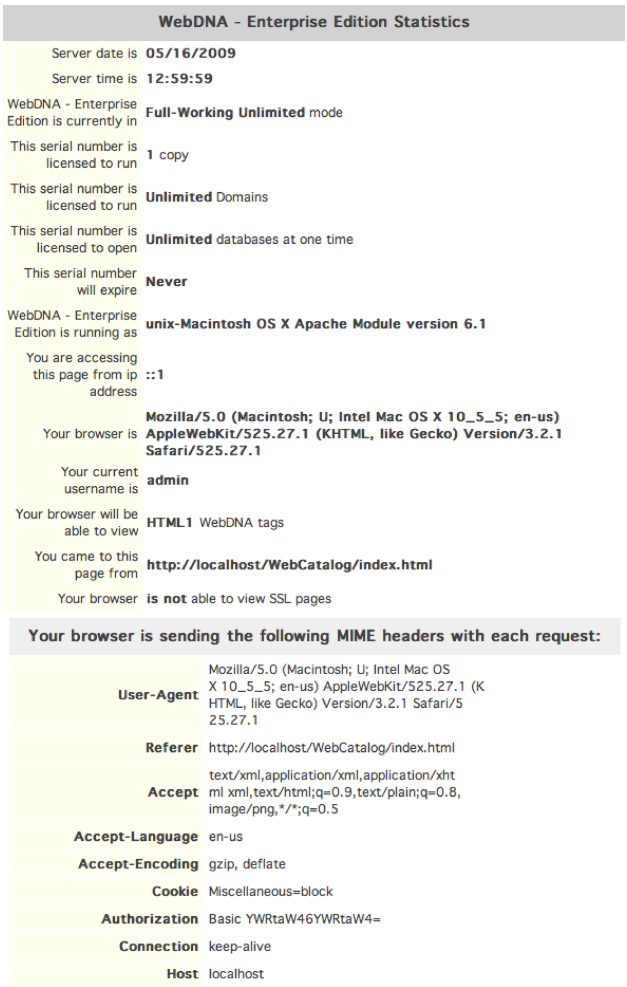
The retry interval can be quite small and doesn't have to be related to the trigger interval specified in the Execute Params.

Choose Save Changes to save your information.

Statistics

The Statistics portion of WebDNA Administration provides important information about your current installation. This information varies depending upon the installation.

A sample statistics page for one system's installation is shown in Figure 12. Yours may display different information based on the type of WebDNA license you are running.



WebDNA - Enterprise Edition Statistics

Server date is	**05/16/2009**
Server time is	**12:59:59**
WebDNA - Enterprise Edition is currently in	**Full-Working Unlimited** mode
This serial number is licensed to run	**1** copy
This serial number is licensed to run	**Unlimited** Domains
This serial number is licensed to open	**Unlimited** databases at one time
This serial number will expire	**Never**
WebDNA - Enterprise Edition is running as	**unix-Macintosh OS X Apache Module version 6.1**
You are accessing this page from ip address	**::1**
Your browser is	**Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10_5_5; en-us) AppleWebKit/525.27.1 (KHTML, like Gecko) Version/3.2.1 Safari/525.27.1**
Your current username is	**admin**
Your browser will be able to view	**HTML1** WebDNA tags
You came to this page from	**http://localhost/WebCatalog/index.html**
Your browser	**is not** able to view SSL pages

Your browser is sending the following MIME headers with each request:

User-Agent	Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10_5_5; en-us) AppleWebKit/525.27.1 (KHTML, like Gecko) Version/3.2.1 Safari/525.27.1
Referer	http://localhost/WebCatalog/index.html
Accept	text/xml,application/xml,application/xhtml xml,text/html;q=0.9,text/plain;q=0.8,image/png,*/*;q=0.5
Accept-Language	en-us
Accept-Encoding	gzip, deflate
Cookie	Miscellaneous=block
Authorization	Basic YWRtaW46YWRtaW4=
Connection	keep-alive
Host	localhost

Figure 12. Statistics

Email Setup

WebDNA uses a separate application named Emailer, to send all email messages. This helps relieve the burden from your web server when the connection to an email server is slow or unresponsive. The default values for Emailer do not need to be modified unless its location is changed.

The settings for Emailer are accessed by clicking Emailer on the main WebDNA Administration page, which brings up the Emailer administration page, shown in Figure 13.

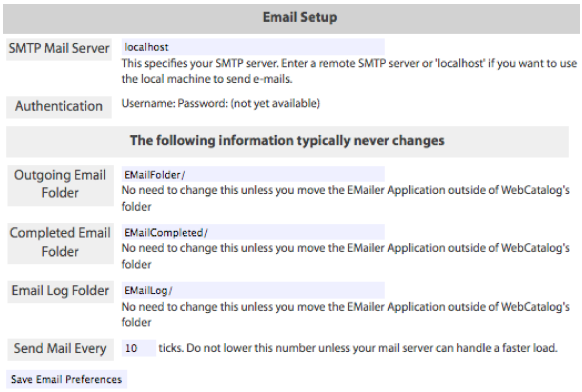


Figure 13. Email Setup

The Email Setup page allows you to configure the following settings:

SMTP Mail Server

Insert your mail server name. This needs to be specified as the mail host name (such as mail.domain.com) rather than an IP address.

Outgoing Email Folder

Insert the path to specify the folder monitored by Emailer for new email files. This is a platform-specific path (i.e., not specified URL-style).

Completed Email Folder

Insert the path to specify the folder to store sent email files. If there is already email with the given name in the folder, the old document is overwritten. This is a platform-specific path.

Email Log Folder

Insert the path to specify the folder to contain the Emailer log file. The log file lists the date and time all emails were sent.

Send Mail Every

Insert the frequency in 1/60ths of a second at which Emailer will look in the Outgoing Email folder for new email files.

Choose Save Email Preferences to save your information.

Show Databases

Choose the Show Databases link from the Administration page to display a summary of all the databases currently open by WebDNA.

Flush Databases

Choose the Flush Databases link from the Administration page to flush all databases from the cache. You will use this quite often as you develop in WebDNA.

WebDNA stores its database information in RAM and then records a copy of that RAM data to disk at regular intervals. People new to WebDNA are not used to this arrangement. If you change one of the data files on disk, then reload a WebDNA page, you will not see your new data! This is because WebDNA has a copy of the disk file loaded into RAM. Whenever changes occur to the RAM copy, they overwrite the disk copy.

When WebDNA runs, it only loads and data files in needs. If you have a database file listing cars for sale, but no web users have yet browsed to your WebDNA page that displays those cars, WebDNA will not have a copy of the car database in RAM.

When the first web browser loads the cars page, WebDNA will load the cars database into RAM in order to read the card data and format the cars page.

What this all means is that, before you attempt to change a database file on disk, you must first execute a Flush Database in order to make sure that your changes will be loaded into WebDNA, rather than just be overwritten the next time WebDNA saves its RAM copy back to disk.

Flush Templates

Choose the Flush Templates link from the Administration page to flush all templates from the cache if the Cache Templates option is turned on in Preferences.

Post Upgrade

The Post Upgrade link on the main WebDNA Administration page provides important information and reminders for anyone upgrading an installation of WebDNA from a prior version.

In this situation there are important files that need to be kept intack during the upgrade, and there are some special considerations after the upgrade in complete. This page provides an outline of those issues.

Configuring WebMerchant Administration

WebMerchant refers specifically to eCommerce functions in WebDNA for handling online transactions and payment processors. These functions are an important part of WebDNA's power SiteBuilder. See Chapter 3 – SiteBuilder, for WebMerchant Administration information.

Reviewing Your Error Log

WebDNA's error logging is determined by the ErrorTemplate file found in the WebCatalog folder. All errors are added to the error database ErrorLog.db using this template.

You will need to have physical access to the file to be able to view it for security reasons. You may want to build more sophisticated tools using WebDNA for viewing the Error Database. Similarly, you may want to modify the error information stored by modifying the ErrorTemplate file.

If you have configured any ISP Sandbox folders, the error.db and ErrorTemplate files for each of them will be located inside their respective ISP Sandbox folders.

Chapter 3– SiteBuilder

Using SiteBuilder, the speed at which your eCommerce site can be up and running is based solely on your volume of products.

What Is SiteBuilder?

SiteBuilder is a powerful part of WebDNA that allows you to create full featured, interactive commerce websites quickly and easily with complete control over the look and feel of the site and without having to code a single line of WebDNA code. It also provides an option to help you track your repeat customers.

In its simplest form, SiteBuilder is an open set of WebDNA templates that allow you to create as many eCommerce sites as you web server will allow.

SiteBuilder lets you build your web site using an easy to follow, five step process:

1. Configure your site's security.
2. Add products to your store.
3. Adjust your site appearance.
4. Configure your site's content
5. Configure transaction and tax settings.

A key feature of SiteBuilder is that is automatically configures your new site with multiple functions, including a calendar, photo album, FAQ area, and a fully functioning store. SiteBuilder even puts an assortment of sample products into the store so you can begin using it immediately. Later on, we will replace these sample items with your own products.

A Store refers to functions within a site that allow web users to browse an online catalog of products, place those products into a virtual shopping cart and to purchase those items, including acceptance of credit cards and sending confirmation emails. Those functions are all part of a web site, which can include additional functions such as a calendar, news and information, a Frequently Asked Questions area, a photo library and more.

SiteBuilder includes all of those functions along with store functions.

Accessing SiteBuilder

When installation is complete, the Welcome to WebDNA page is launched automatically. SiteBuilder is a link on the WebDNA Welcome page as shown in Figure 14 on the next page.

Prior to accessing SiteBuilder, it is assumed that basic administration settings have been predefined for your business.

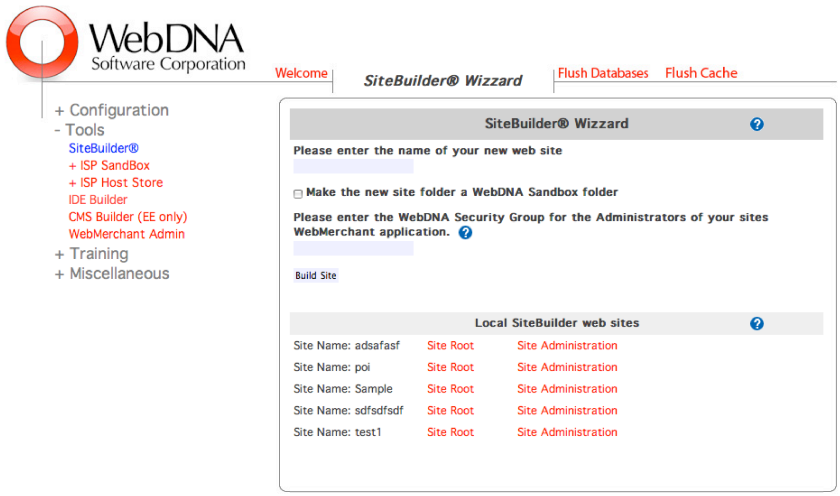


Figure 14 Accessing Site Builder

Creating a New SiteBuilder Site

Enter a new name for your SiteBuilder site. Just as discussed with ISP Sandboxes, this name is used to create folders within your system, so the name must follow file naming conventions for your particular platform. As a general rule, avoid any punctuation, periods, backslashes, spaces, or other characters that might cause problems if they were used in a file name.

You can check a box to make the new site folder a WebDNA Sandbox folder. This is a good choice if your customer plans on doing their own administration of the site. If your customer will need to access WebDNA pages for flushing databases and defining users, you will need to make the new site a WebDNA Sandbox, otherwise, those administrative users will be able to see and change databases and users for other customers that you might be hosting on this particular machine.

When you check WebDNA Sandbox, an additional setting appears as shown in figure 15.

Figure 15. Sandbox Configuration

Use the same approach that you did when creating an ordinary ISP Sandbox, covered earlier in this manual. Unless you have a specific reason to do otherwise, it's less confusing to give the ISP Sandbox the same name as the site you are creating.

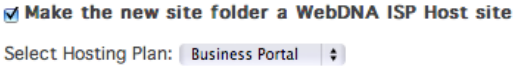


Figure 16. ISP Host Configuration

By checking the box labelled Math the new site folder a WebDNA ISP Host site, you tell SiteBuilder to include those functions you've enabled for each of the four different ISP Host plans covered earlier in this manual. This step simplifies reselling of specific web services to your customers. After you check the box, a drop-down will appear allowing you to select which plan the new site shall be built under.

You can, optionally, assign a WebDNA Security Group for the Administrator of your store. This is the group that will have access to the administrative features of the store including reviewing and handling new orders. Enter the name of the security group in the text field. Choose the Build Store button. The Building Store...page displays, as shown in Figure 17.

Figure 17. Building Store Message

The confirmation page will also display a link to enter the administration interface for your new store. The administration interface, as it's name implies, allows you to manage the appearance and contents of your new site. You can also get the link to your administration site by clicking on SiteBuilder on the main WebDNA Welcome page. A table containing all the links to stores that you have built will be presented.

It's a good idea to bookmark the administrative link for easy access to the management interface for your new site.

Site Administrative Interface

Figure 18 shows the default administrative interface for a new SiteBuilder website. All of the SiteBuilder functions you can perform are predefined as links in the left panel. Just click a link to access that function. To enter your live store at any point, and see what you are designing, choose the Enter Store link at the bottom left.

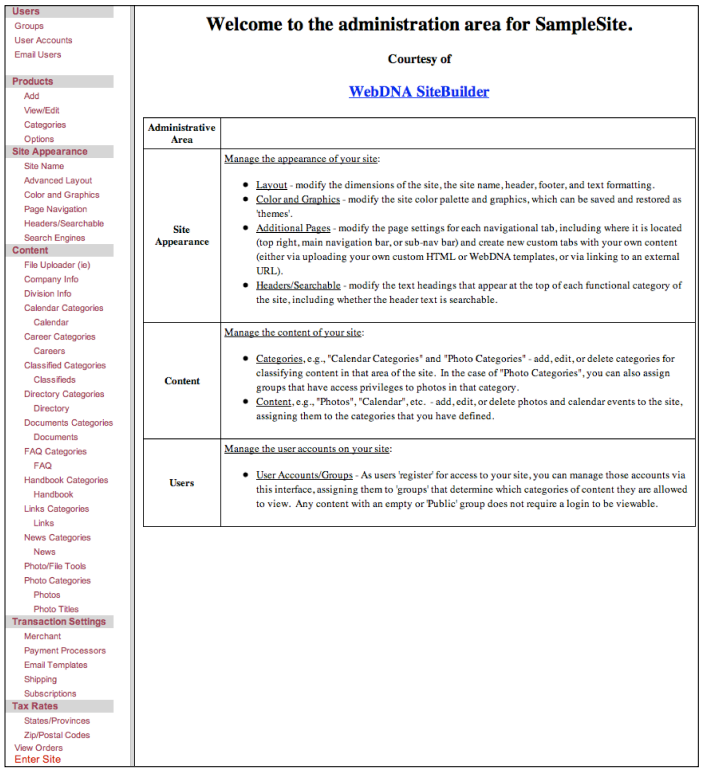


Figure 18. New Site Builder Site Administrative Interface

You should begin by first, going to the bottom of the navigation and clicking Enter Site. This will show you the initial, default design for your new site. Everything you edit will be changing from this point.

Step 1: Configure Your Site Security

The first menu item under Users is Groups. Groups are simply certain types of users. Initial groups include Admin, Author, Family and Friends. You can add as many groups as you like. Security can be applied to groups and/or individuals. Groups just makes it easier to apply changes to groups of users for efficiency.

The next menu item under Groups, is User Accounts. Click that to add or delete users. Clicking an individual user will take you into the various settings for that user, including name and address information. You will see a list of all the groups you have created and you can check all those to which you want to add this user.

The Email Users tool simply allows you to send a message to any group and lets you manually modify the members of the group prior to sending. Its just a quick way of notifying users.

Doing a thorough job of setting up users and groups is important for maintaining site security.

Step 2: Add Products to Your Store

By adding products to your store prior to modifying the appearance, you can better see how you want the finished site to look. You will be working with your own products and images so color choices will better match your own items.

It's certainly OK to skip ahead and start working on the layout and design of your site because SiteBuilder includes a variety of sample products. It's fine to skip ahead and have fun with the appearance, then come back to add your products later. To add a new product, click Add under the Products section of the left menu.

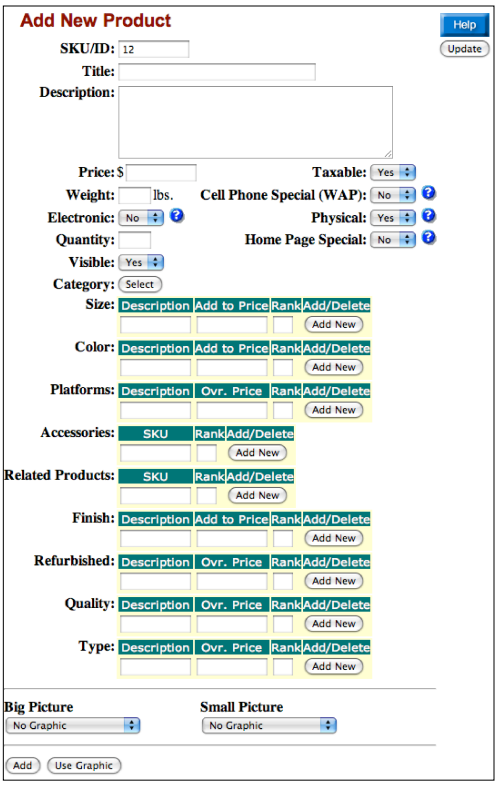


Figure 19. Add New Product

You can see that there are a lot of fields for defining products, but it isn't necessary to fill them all in. You will see the following:

SKU / ID

The system will provide a SKU/ID number for the product. Unless you have a good reason to do so, you should not change this number. It's important that every product have a unique number so WebDNA doesn't confuse it with some other item.

Title, Description, Price & Weight

Enter the basics for your product. Downloadable items or services will not have any weight, so you can leave that field blank.

Taxable

You can choose whether the item is taxable or not.

Cell Phone Special (WAP)

Tells whether to display the item on the home page generated specially for cell phone users.

Electronic

The settings for Electronic tell WebDNA if the product is something that can be downloaded. If so, it takes the product from a digital warehouse and makes it available to the customer once the transaction has cleared.

Physical

If the item is Physical, shipping is calculated using the weight specified for the product.

Quantity

Used to properly price items that may be sold in multiple packaging, but are priced individually. If something is sold in a pack of three but each item costs $10, this will make sure that items are placed in the cart 3 at a time, and that the price reflects all three or, in this case, $30.

Home Page Special

This setting allows you to choose which items to feature on the main page of your store when customers first arrive.

Visible

Choose Yes or No. If No is chosen, this product will be hidden from view. This is a very powerful feature that lets you hide products that are either temporarily out of stock or only sold seasonally without having to delete them from your master list of product offerings.

Category

If you offer a range of products, you may wish to organize them into logical categories for easier access. A department store organizes items by men, women, children, household, toys, etc. Doing this allows SiteBuilder to automatically modify the product navigation so that it can take advantage of categories. This makes shopping easier by allowing customers to drill down to the products they want more easily

You can change the categories at any time. Clicking the Select button for Categories takes you to a page where you can select which categor(ies) this product will appear under. You can select more than one category.

Size

If a product is available in different sizes, complete the sizing information for each size you need to specify.

Description: Insert the size number (e.g., S, M, L, or Small, Medium, Large).

Add to Price: If your XL shirts are $5 more than your other T-shirts, insert "XL" in the Description field above and 5 in the Add to Price field.

Rank: if multiple sizes are available, choose the rank (order) in which each size will display.

Add/Delete: choose Add New to add additional sizes for this product. A delete button next to each size you create allows you to delete the respective size.

Color

Similar to sizes. If a product comes in a variety of different colors,complete the sizing information for each color you need to specify.

Description: Insert the color (e.g., Black, Red, Natural, Chrome, etc.).

Add to Price: If your Chrome shirts are $50 more than your other T-shirts, insert "Chrome" in the Description field above and 50 in the Add to Price field.

Rank: If multiple colors are available, choose the rank (order) in which each color will display.

Add/Delete: choose Add New to add additional colors for this product. A delete button next to each color you create allows you to delete the respective color.

Things like size, color etc. are product modifiers. They can occur in combination and SiteBuilder knows how to calculate and track the entire set of modifications for any product.

Platforms

Platforms are similar to size and color but relate to computer related items. A hardware or software product may have different pricing for different computer platforms for example. If you have a computer product that comes in a variety of platforms, fill out this information.

Description: Platforms supported by this product (e.g., Mac, Windows, UNIX, etc.)

Ovr. price: Rather than an amount that is added to the regular price, Platforms have different prices for each different item. Enter the total price for each different platform.

You need to enter the total price for each Platform. Platforms without an override price will use the ordinary price automatically. Just make sure that you don't accidentally use the price difference, but use the total price for each Platform.

Rank: If multiple platforms are supported, choose the rank (order) in which each platform will display.

Add/Delete – choose Add New to add additional platforms supported by this product.

Accessories

Creating accessories records is important. Each product you enter will have a product detail page that customers can view while shopping in your store. If you've specified accessories, those will automatically appear on the product detail page and the customer will be reminded of those accessories when she checks out.

If accessories are offered for this product, complete the following accessories information:

SKU: Insert the accessory's product's ID. These must be those same product IDs that you will use for those accessories. It's usually easier to enter the accessories first so that you have a final product ID to refer to when setting up items as accessories to another product.

Rank: if multiple accessories are being entered, choose the rank (order) in which each accessory will display.

Add/Delete; Choose Add New to add an accessory to this product.

Related Products

Related Products works much like Accessories, but the display is slightly modified. It's another way to sell more with each transaction. If related products are relevant to this product, complete the following related products information to promote up-selling of additional products from your web store:

SKU: Insert the related product's ID.

Rank: If multiple related products are being entered, choose the rank (order) in which each related product will display.

Add/Delete: Choose Add New to add an additional related product to this product.

Finish

If your items have a finish in addition to color, you can add that information here:

Description: Insert the finish (e.g., Matte, Satin, Glossy, etc.).

Add to Price: If your satin finish is $5 more than your other finishes, insert "Satin" in the Description field above and 5 in the Add to Price field.

Rank: If multiple finishes are available, choose the rank (order) in which each finish will display.

Add/Delete: choose Add New to add additional finishes for this product. A delete button next to each finish you create allows you to delete the respective finish.

Refurbished

Refurbished items include repairs, factory rebuilds, open box items and store demos of items that are normally stocked as new items. Add that information here:

Description: Insert the type (e.g., Refurbished, Open Box, etc.).

Ovr. Price: Enter the total selling price for the particular type of refurbished item.

Rank: If types of refurbished items are available, choose the rank (order) in which each type of refurbished item to display.

Add/Delete: choose Add New to add additional refurbished items for this product.

Quality

Quality is useful for handling products like rare coins or jewelry. Typically, a single SKU is used for rare pennies of a certain year. for each actual specimen, you can create a quality record to manage specific pricing, without having to make your primary catalog overly lengthy. Add that information here:

Description: Insert the type (e.g., Good, Mint, Fair, etc.).

Ovr. Price: Enter the total selling price for the particular quality.

Rank: Choose the rank (order) in which each quality is to display.

Add/Delete: choose Add New to add additional qualities.

Type

If your product is available in different types, such as power supplies for different countries, enter that information here:

Description: Insert the type (e.g., US, European, Russian, etc.).

Ovr. Price: Enter the total selling price for the particular type.

Rank: Choose the rank (order) in which each type is to display.

Add/Delete: choose Add New to add additional types.

Big Picture

This is the large image that will be used on the product detail page. If applicable, open the list box and locate/choose the big picture to display for this product. If your image is not already loaded for this product, click the Use Graphic button at the bottom of the page to upload your image and then it will appear in the drop down.

Small Picture

This is a smaller graphic that will be used for home page specials and category views of the product. If applicable, open the list box and locate/choose the small picture to display for this product. If your image is not already loaded for this product, click the Use Graphic button at the bottom of the page to upload your image and then it will appear in the drop down.

Look at the sample site and to begin editing your site's design in order to know what size your product images should be for optimum viewing.

Use Graphic

Click to upload a graphic for this product from a different folder. The Upload File form displays. Choose Browse to locate the graphic file to be uploaded.

Click the Add button to save your changes.

Viewing and Editing Existing Products

Click View / Edit under Products on the left navigation panel of SiteBuilder to review a list of all the products you've created.

Figure 20. View/Edit Existing Products

You have the following sorting and display options:

Show All

Choose to show a list of all products available from this web store.

Home Page Specials

Choose to view only those products currently listed as Home Page Specials.

SKU

Choose to view products in SKU order.

Title

Choose to view products alphabetically by their titles. (Click once for ascending order, click again for descending order.)

Price

Choose to view products in order of price from lowest to highest or highest to lowest.

Home Page Special

Choose to view products by Home Page Specials first.

Cell Phone Special

Choose to view products by Cell Phone Specials first.

Above 15 items, the View Products page will automatically add buttons to view your items 15 at a time, to make managing them easier.

You can also search for items by entering any SKU number, product title information or description information in the text box to get a list of items matching your search. You don't have to know the exact information. WebDNA finds all the most reasonable matches and displays them for you, 15 items per page.

Click any product SKU number to display the Edit Product page.

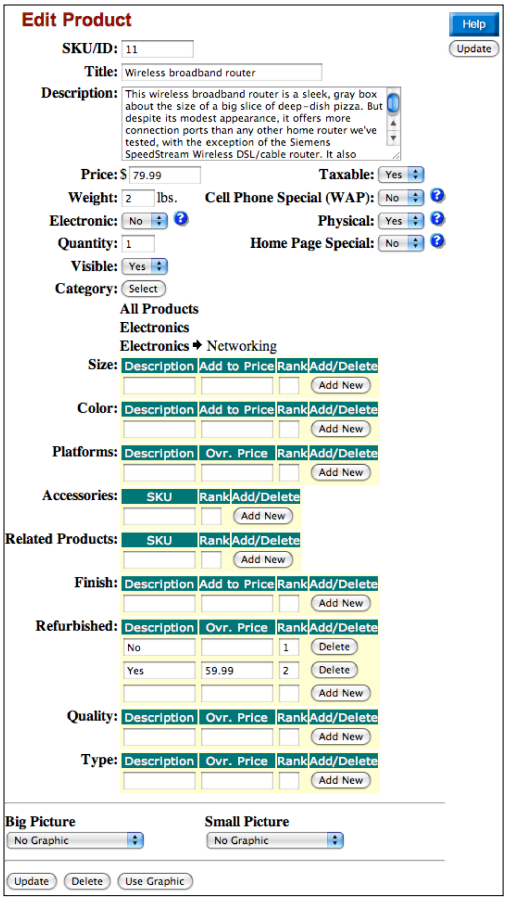


Figure 21. Edit Product Page

The Edit Product page is almost identical to the Add Product page, except that the fields are pre-populated with details for the product you selected. You can make all the same changes that you can for a new product. At the bottom of the page, you have the option of deleting the product from the store. The Use Graphic button allows you to upload a different image for this particular product. Click Update to save your changes.

You can set Visible for a product to No instead of deleting it. This will take the product out of the store pages without deleting the information. Use this to temporarily hide products instead of deleting them.

Categories

Categories are used to organize and display your products by type. Even if you sell only one type of product, T-shirts for example, you may still want to create categories like Hawaiian, Solids, Wacky Sayings, Stripes, etc. You may just want to organize your T-shirts by Pocket vs. no Pocket, or Polo vs. Collarless.

The rule of thumb is to consider what will make accessing your products easiest and fastest for your customers. If customers have to search through scores of products in a long list to find what they are looking for, they are apt to not return to your site, much less order from it.

Categories provide a powerful way to streamline the layout and ease of use of your store. Create any categories you might need in order to best organize your product line.

A powerful feature of SiteBuilder is that categories are multi-tiered. That means that Toys can have several subcategories like, Games, and Sports. Then Games, under Toys can be further divided into Kids and Family

Games. You can categorize and sub-categorize your products as you see fit. SiteBuilder builds all the navigation you need. Click Categories under Products in the Site Administration navigation.

Products can be assigned to any combination of categories and/or subcategories. However it is assigned, a product will appear under whatever categories and/or subcategories you select.

When working with categories, you can add, view, rank, edit and delete them. To Add a New Category, choose the Categories option in the left panel of the SiteBuilder administration page. If this will be the first category you are adding to this store, the Add New Category form displays.

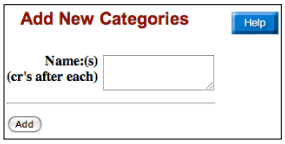


Figure 22. New Category Page

Add new category names separated by carriage returns. Category names should be logical words or phrases that may contain text, numbers and keyboard symbols and spaces but avoid special characters. These words become part of your store's product navigation, so use simple, clear names. After you Click Add, or if you have already added at least one category to your store, the Categories page displays showing all currently existing categories and their hierarchy.

Figure 23. Edit Categories Page

The left column displays the root level categories and each column to the right shows subcategories. Categories and subcategories can be nested as far as you like, but remember that a simple, logical set of categories and subcategories will provide the easiest navigation for your users.

Create new, root level categories by clicking New Root Category at the bottom of the page. Click New under any list of subcategories to add another subcategory at that level. Click New to the right of any subcategory to create a new sub category one level below.

Editing and Ranking Categories

Click on any category or subcategory name (hyperlink) to be ranked or edited. The Edit Category form displays.

Figure 24. Edit Category Page

The Edit Category page provides the following:

Name

Edit the name of the category

Rank

If multiple categories or subcategories are available, indicate this category's rank within the other categories.

Delete

Choose to permanently remove this category.

If you delete a category, all products under this category will no longer be displayed under any category. However, if your customer does a product search by title, the product can be found via that method.

Click Update to save your changes

Options

Options are those special product modifiers that further describe a product. You have already worked with options when you entered your first product. Those options included Size, Color, Platforms, etc. Clicking Options under Products on the Site Administration navigation panel, displays the Option management page.

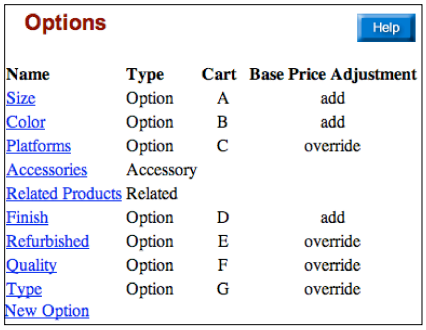


Figure 25. Options Page

Here you can see all of the different options already in place for products. You can edit, delete and even add your own product options. New options can be of type Option, Accessory, Related, Hidden SKU, or Text Box.

Edit options by clicking the name (hyperlink) of the option to be modified. The Edit Option form displays.

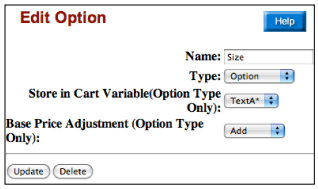


Figure 26. Edit Option Page

Add a New Option by clicking New Option from the Options page. The Add New Option page displays.

Option names may contain spaces, numbers and standard keyboard symbols. Base Price can be set to add an amount to the price of the item, or to override that price with a new price. Information about options is stored in one of 26 available fields for special information. You can select which of those 26 fields should hold the option you are creating.

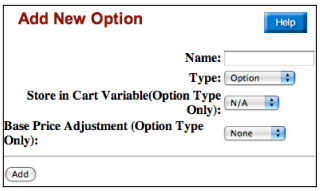


Figure 27. Add New Option Page

Insert a name for your new option. Option names may contain spaces, numbers and standard keyboard symbols. Both the New Option and Edit Option pages provide the following:

Name

The name of the Option. Names can include any characters, symbols or spaces, but avoid special characters.

Type

Open the list box and choose an option type for this option.

Store in Cart Variable (Options Only)

Open the list box and choose a Cart option for this option. This will cause WebDNA to store the choice of this option into that cart field when the product is added to the shopping cart.

Base Price Adjustment (Options Only)

Check this box to allow this option to override the price and/or SKU code.

Fields already used by other options are noted by an asterisk in the drop down menu. You should avoid re-using those fields unless you are sure that it won't cause a problem.

Options cover situations where a given item comes in a variety of colors, sizes, finishes, etc. Accessories are items that depend on other items. A automotive power supply for a cell phone would be an accessory of another SKU item in your store, namely, the cell phone it's intended for.

Text Box options are useful for handling things like custom engraved messages to be added to items at check-out.

Hidden SKU items are options that do not appear as separate items in the regular store, but only as options related to other items.

The ability to create custom Options is one of the things that gives SiteBuilder its flexibility. Choose Add to add your new option to your products database.

Step 3: Design Your Site's Appearance

SiteBuilder provides six primary features you can customize to determine your store's look and feel. These include:

- Site Name
- Advanced Layout
- Color & Graphics
- Page Navigation
- Headers / Searchable
- Search Engines

There is no precise order as to when each of these activities needs to be accomplished except for generating static pages for search engines, which is available in the last step of designing your site's appearance.

General Site Look Guidelines

SiteBuilder includes a tremendous number of settings to control the design of your website. Initially, your site will be configured with a simple, presentable appearance, which will be a good starting point for trying out the various features of SiteBuilder..

Site Name

Begin customizing your new SiteBuilder site by setting the site name. This is the name of your site and how you would like it to appear. Under Site Appearance on the left navigation, click Site Name. You can edit all aspects of the name and how it appears.

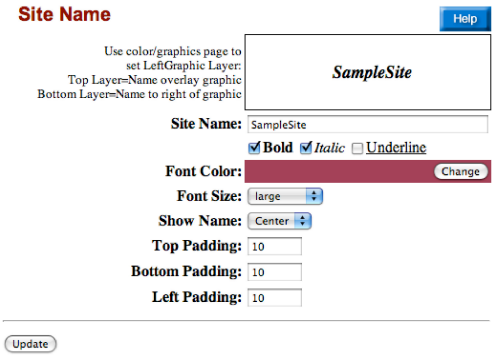


Figure 28. Site Name

You can leave the site name blank if you want to include a graphic image, logo, or other artwork rather than having the site name appear as HTML text.

Advanced Layout

Advanced layout allows you to adjust how your website's parts lay out on the page and how they appear. Access Advanced Layout from the Site Appearance menu on the left. The Advance Layout page displays.

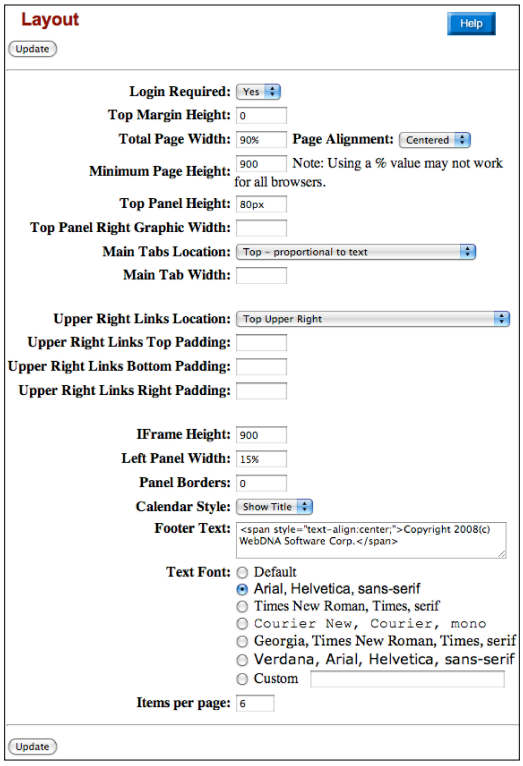


Figure 29 Advanced Layout

From Advanced Layout you can change the following options:

Login Required

If you want require all users to have an account and to log in using their account username and password, set this value to Yes. The default is No.

Top Margin Height

Adjusts the space between the top of the window and the beginning of your site's main content table. The background will be visible above your site content.

Total Page Width & Page Alignment

Sets the amount of horizontal window space to be occupied by your site and whether you want your site left justified, right justified, or centered on the page.

Minimum Page Height

Adjusts the minimum height that your site's table will be allowed to collapse to vertically. If the user drags their window to a smaller height, the contents will be cropped.

Top Panel Height

Ajusts the total height of the upper, title panel of your site.

Top Panel Right Graphic Width

Allows you to adjust the size of any image you choose to display in the right hand side of the top panel.

Main Tabs Location

Allows you to place your main tab navigation across the top of your pages, on the left or right hand sides, or in any custom manner you decide,

Top - Proportional to Text

Top - Fixed Width

Left

Right

Custom (set 'menu_main_tabs.inc' per page)

SiteBuilder creates a folder in the root level of your site structure called additionalpages. This folder contains files with the WebDNA code for laying out how the navigation and tabs look in your site. Although there are a large number of settings, you may want or need to create very specific navigation graphics.

You can write your own WebDNA code to generate your navigation and save it to this folder. Later on, when we cover how to edit your site navigation, we'll show you how to select your custom code file when we edit the individual pages of your site.

Site Builder sites are entirely written in WebDNA. Creating your own, custom menu include file requires that you fully understand WebDNA and how it works throughout the SiteBuilder Site

Main Tab Width

If you set your main tabs to Fixed Width, you specify the width of each tab here.

Upper Right Links Location

Allows you to place the set of utility links which default to the upper right of the screen to various different spots on your page. The choices are:

Top Upper Right

Search Bar

Left Right

Custom (set 'menu_upper_right_links.inc' per page)

This choice is similar to setting a custom file for locating your main tabs. You need to fully understand WebDNA and you need to specify the custom file you write for these links by editing of each page of your site.

Upper Right Links Top Padding

Adjusts the space between the top of the page and the top of the upper right links

Upper Right Links Bottom Padding

Adjusts the space between the bottom of the upper panel and the bottom of the upper right links

Upper Right Links Right Panning

Adjusts the space between the right edge of the window and the right edge of the upper right links

IFrame Height

Adjusts the height of the main data area of the page. If the contents exceen the available space in the main area, scroll bars will appear. The default is 900 pixels

Left Panel Width

Allows you to set the width of the left panel of the page

Panel Borders

Allows you to put some sweet, old-school borders around the main panels of your site. The default is 0 for no borders, and is typically preferred.

Calendar Style

Allows you to select different appearances for your calendar.

Footer Text

Sets the text that is displayed on the footer of every page of your site. You should include your name and contact information for convenience.

Text Font

Allows your to select the font that is used throughout your site. Choices include the default, standard font sets in use by most browsers today.

Items per Page

Adjusts the maximum number of items on each product page before automatic display of buttons to show next and/or previous pages.

Click Update to save your changes. WebDNA will record and display the last time changes, if any, were made.

Managing Your Web Site Color & Graphics

Manage your website color and graphics by choosing Color and Graphics from the Site Appearance menu on the left. The Color and Graphics page displays.

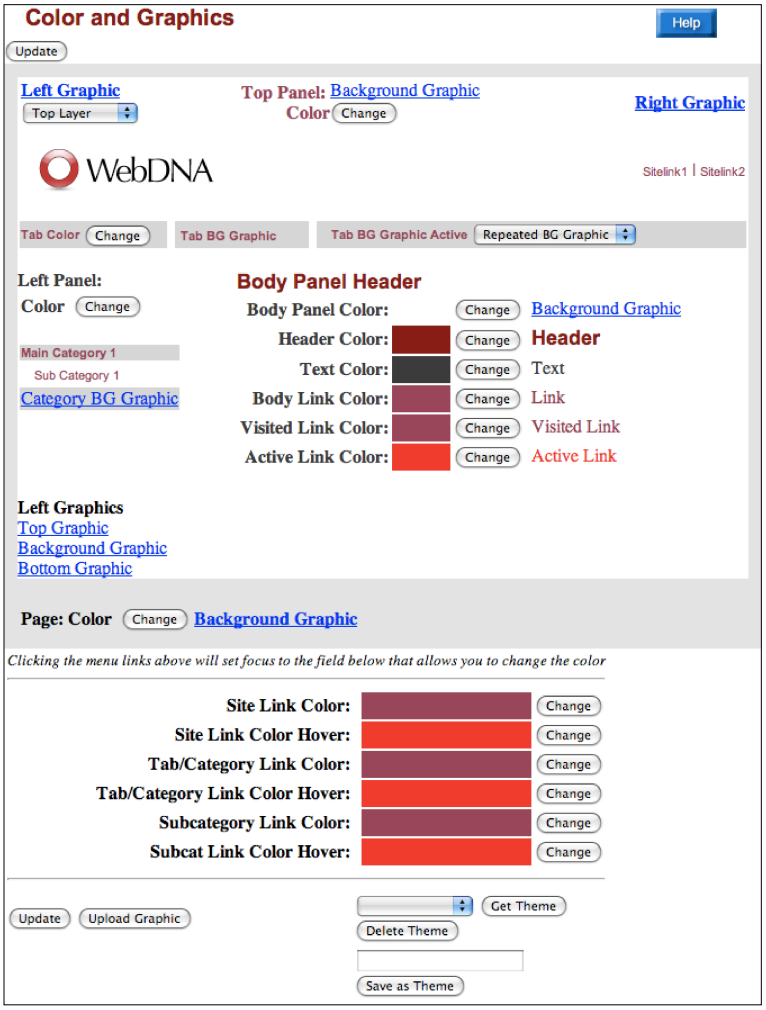


Figure 30. Color and Graphics

The Color and Graphics page provides the following options:

Managing Themes

There are a wide variety of adjustments and possibilities for managing the appearance of websites using SiteBuider. You will devote a significant amount of time to developing just the right design for your sites. A key feature of SiteBuilder is the ability to store collections of settings as themes. That way, you can recall and immediately apply themes from the theme drop-down and the bottom the the page.

Before you begin editing individual settings, we recommend that you first, try selecting different themes from the drop-down and then click Get Theme.

This will immediately apply different designs to the interface and will give you a better idea of the range of looks possible with SiteBuilder. It will also give you the ability to create and save your own designs for re-use.

Top Panel Left, Right and Background Graphics

Select a graphic for the left and/or right side of the top panel and select a graphic to use for the background of the top panel, if desired. You can choose top or bottom layer to change the layer ordering for your left graphic. You can also change the background color of the top panel by clicking the Change button next to Color in the top panel.

Selecting left, right or background graphics links takes you to the background graphic management page where you can view thumbnails and choose graphics for your background.

You can upload your own images by clickng Upload Graphic near the bottom the the Color and Graphics page. This will load your image to a directory within SiteBuilder called layoutgraphics. Within that directory are folders for Backgrounds, Buttons, HeadersandLogos, and Themes, where SiteBuilder stores various image types.

You can put your own graphics directly into these folders, or use the Upload button to upload them into the general, layoutgraphics folder.

The current folder is displayed at the top of the graphics management page. Click on the names of folders to go to that particular folder.

Site Links

In the top panel of the Color and Graphics page are links labeled Sitelink 1 and Sitelink 2. You can change the color for both these links and the hover state of these links by clicking Change next to the Site Link Color and Site Link Color Hover settings near the bottom of the page. These buttons will be highlighted if you click on the Sitelink anchors.

Tab Colors and Graphics

You can change the tab color, choose a tab background graphic, a background for the currently selected tab and choose whether the tab background graphic should be a single or repeated image.

Changing background colors for tabs also changes the color for left panel navigation. Selecting either Tab BG Graphic or Tab BG Graphic Active takes you to the same background management page mentioned above. This allows you to use custom background images and o have those images dynamically change when the cursor hovers over a tab.

Left Panel Color and Graphics

The left panel is used by SiteBuilder to display product categories and sub categories as you have configured them under the product management section of SiteBuilder.

If you modify your page layout to place the rest of the tabs in the left panel, they will appear above and below the product navigation as is appropriate.

You can choose the background color and, if you like, choose a graphic image for the top, bottom and background of the left panel. All of these choices will take you either to the color selection page or to the background image management page, where you can make your selections.

Left panel top and bottom graphics display above and below the left panel category and subcategory anchors, respectively.

Body Panel Color and Graphics

You can choose a color for the body panel header text and you can select a background color and/or graphic for the main body of the page here. The Background Graphic button takes you to the same background graphic management page covered earlier.

You can also change the colors used for headers, general text, anchors, hover state of anchors, anchors previously visited, and currently active anchors.

Page Color and Graphics

You can choose a page background color and/or graphic for the page background here. The Background Graphic button takes you to the same background graphic management page covered earlier.

Click Update to save your changes.

Page Navigation

SiteBuilder gives you complete control over the organization of all the pages in your site. Click Page Navigation under Site Appearance in the left navigation panel to access the Page Navigation Management Page.

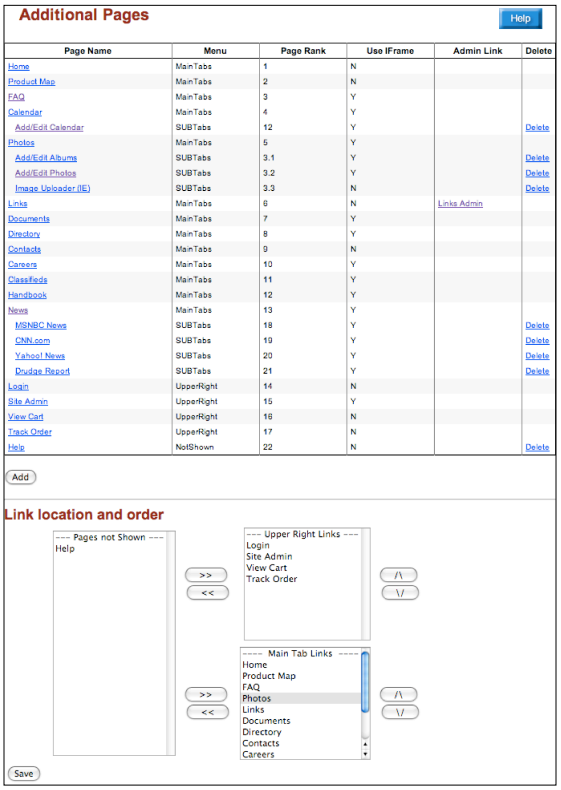


Figure 31. Page Navigation

From this page you can edit which pages to include in your site, what they should be named, where within the navigation and sub-category navigation they should appear, and whether or not to include individual administra-

tion buttons on each page to allow any number of individuals to edit all or specific parts of the content of your SiteBuilder site. Clicking on any of the page titles opens the Edit Additional Pages form.

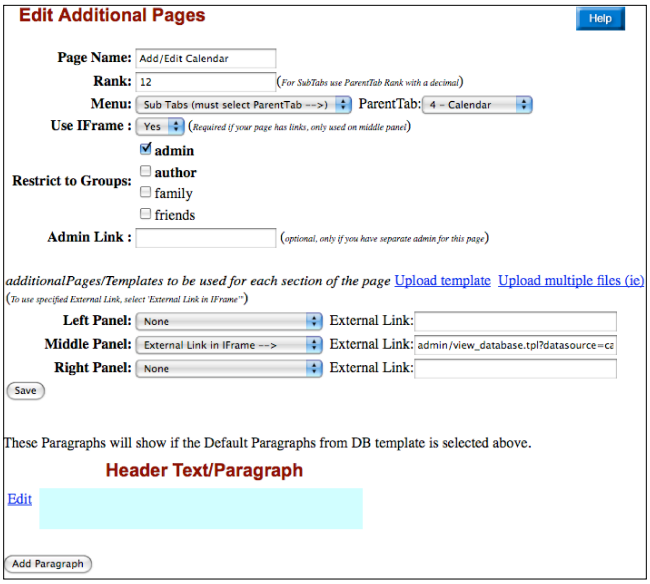


Figure 32. Edit Additional Pages

This form allows you to Name and rank each page of your site, place the link for the page within any menu or submenu, and manage security by restricting access to specific WebDNA security groups.

You can upload your own, custom templates for the left, middle or right panels and link to the files you upload. You can set each of the left, middle and right page areas to display a wide variety of different contents, including a default paragraph, which you can edit directly within this form. Page navigation gives you extensive control over the organization of your site.

Click Update to save your changes.

Headers/Searchable

Clicking on Headers/Searchable in the left panel navigation, under Site Appearance displays the Headers/Searchable page shown in Figure 33.

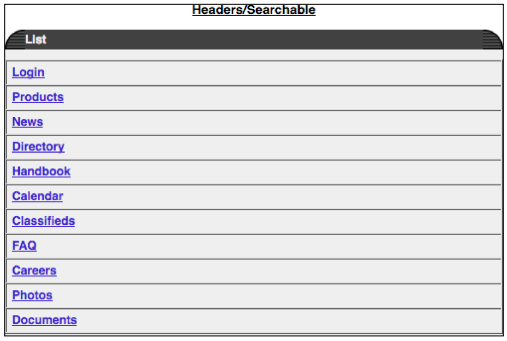


Figure 33. Headers/Searchable

Clicking on any of the pages other than Products and Photos, displays a page that allows you to edit a paragraph that will appear at the top of each of those pages as shown in Figure 34.

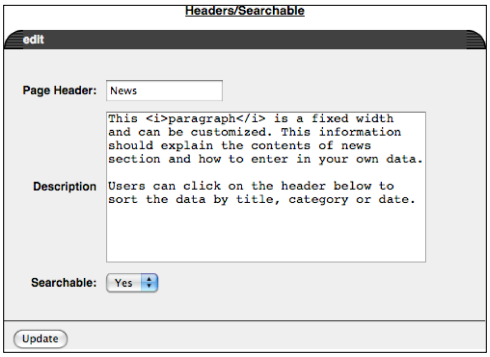


Figure 34. Headers/Searchable Edit

You can use this paragraph to explain the contents of the particular page, making the site more intuitive for users. You can also choose to include this paragraph in site searches performed by users. When set to Yes, the text of this paragraph will also be searches for matches to any search terms entered by users and links to this page, if matched, will be included in the search results.

Clicking on the Products page from the Headers/Searchable list displays the Product Search Options page shown in Figure 35, which allows you to manage how product information is displayed and handled within your site.

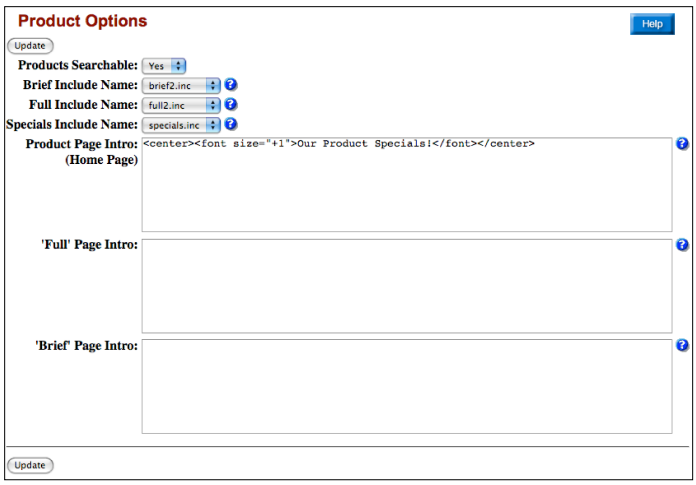


Figure 35. Product Options

Products Searchable

Setting Products Searchable to Yes, includes the product names and descriptions among the things that will be searched when a users enters a search string into the search field on the pages of your Site Builder site. Search results will include products who's names and/or descriptions match the terms entered into the search field, along with any other pages containing matching text.

Brief Include / Full Include / Specials Include

These allow you to choose which include file will be used for brief product descriptions, full (detailed) product descriptions and descriptions used for products when they are specified as

specials. Each of these files can be located and edited manually and you can upload your own custom include files and then choose them from this list.

These files are located in a directory called Product Templates, located at the root level of your site builder site folder. Each Site Builder site has its own Product Templates directory.

Product Templates are include files that contain extensive WebDNA scripting and which integrate with the functions of your site. You should only attempt to modify or replace these files if your an experienced WebDNA programmer and confident that you can accomplish this work. Make sure you back up your original files.

Product Page Intro / Full Page Intro / Brief Page Intro

These fields allow you to place HTML formatted text that will appear at the top of every page of the respective type. Typically these are left at their default settings.

Click Update to save your changes.

Search Engines

Clicking on Search Engines in the left panel navigation, under Site Appearance displays the Search Engine Data page, allowing you to control how your Site Builder site handles requests arriving from search engines.

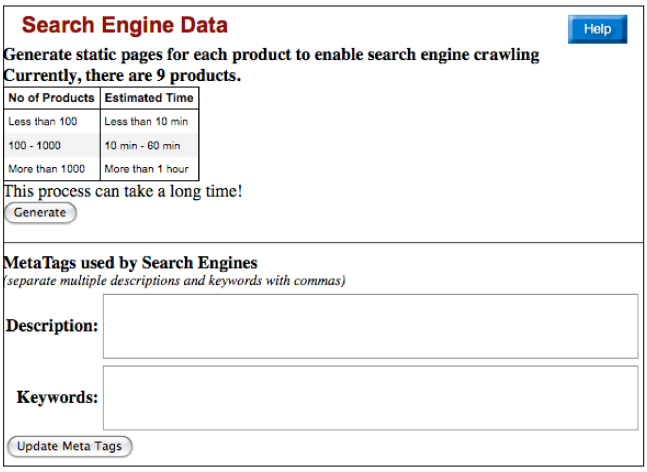


Figure 36. Search Engine Data

Generate Static Pages

Generate static pages for each product to enable search engine crawling will generate a static HTML page for each and every product in your website. Static product pages allow your site to return pages quickly, but will be available to search engines as part of your site content. If you don't generate static pages, WebDNA generates product pages programmatically with each request.

Generally, search engines will only read and store data from static pages. They won't scan through a database of products. By generating static pages, those search engines can scan all of the product information for every product in your store.

If you have a large number of products in your store, it takes longer for WebDNA to generate static pages. You should generate static pages when there is low load on your store. Also, you may want to avoid static pages if you frequently change your product offerings.

Meta Tags Used by Search Engines

Most search engines will scan Meta tags in the header of each page of your site. You can directly edit the contents of the Description and Keyword meta tags that appear in every page on your site by entering their contents here. Separate each keyword by a comma and a space.

Click Update to save your changes.

Step 4: Configure Your Site's Content

SiteBuilder provides a variety of tools to manage the sections of your site and to manage any image files or other content that you want to upload to your site.

File Uploader (Internet Explorer Only)

The File Uploader utility provides the functions of an FTP program within the website administration pages, including an intuitive, graphical user interface for browsing local file trees and directories and the ability to upload multiple files at one time. The File Uploader in shown in Figure 37.

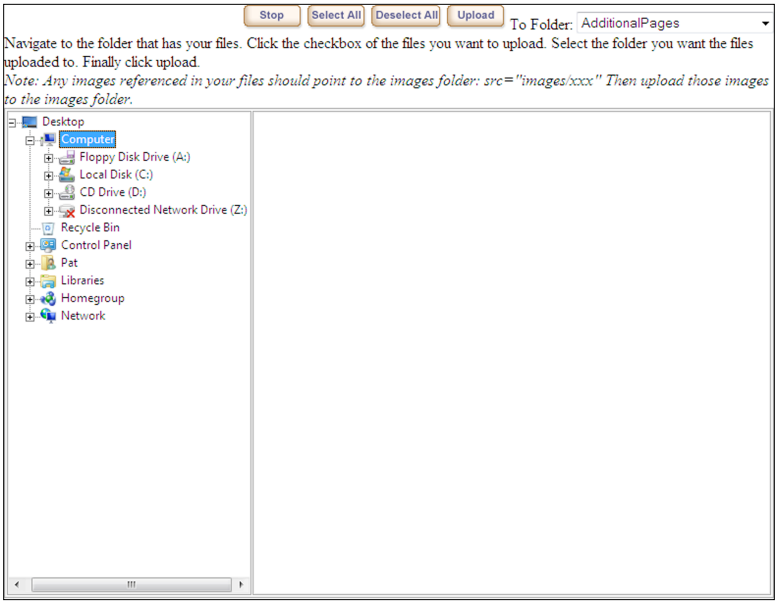


Figure 37. File Uploader

The File Uploader utility currently only operates within Windows™ Internet Explorer® because it relies on a third party piece of software designed for that particular platform. You can simply use a standard FTP program to obtain the same functionality.

Company Info

The Company Info page under Content provides a way to set up the primary and any additional contacts for your website, as shown in Figure 38.

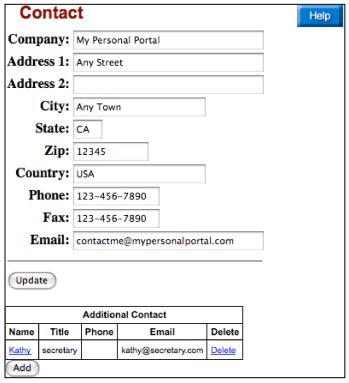


Figure 38. Contact Info

Clicking the Add button displays a form for creating a new contact, which will be added to the list of Additional Contacts for your website. This is shown in Figure 39.

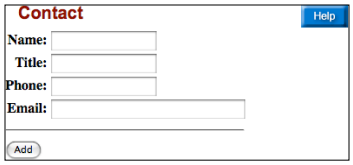


Figure 39. Add Contact

Division Info

The Division Info page under Content provides a way to set up divisions for larger organizations that are divided into divisions. Division information is displayed in the Directory section of your website, if you choose to enable that section. The Division Info page is shown in Figure 40.

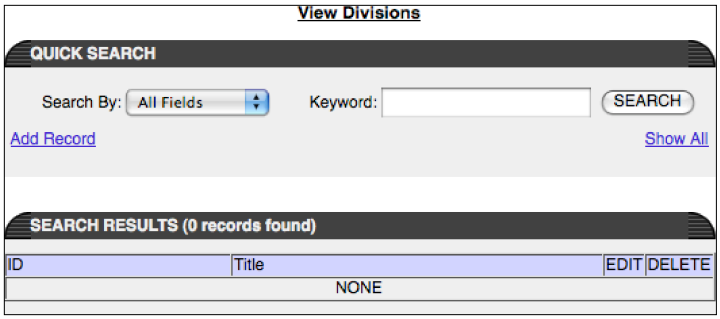


Figure 40. View & Edit Divisions

This page allows you to add, view, edit and delete divisions, and provides the ability to search the divisions to simplify large lists of divisions. Clicking Add Record displays the Add/Edit Records page shown in Figure 41. Rank controls the order in which divisions will appear.

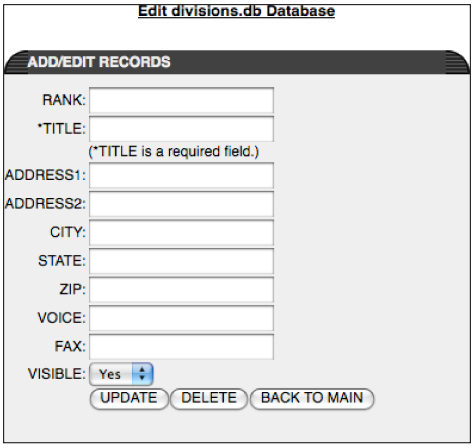


Figure 41. Add/Edit Division Records

Calendar & Calendar Categories

SiteBuilder includes a calendar section where you can manage calendar events, organize events by category, and manage which users have access to and/or can see calendar events.

Configure calendar categories in order to classify different calendar events. Figure 42 shows the Calendar Categories page which is already populated with a variety of typical calendar event categories.

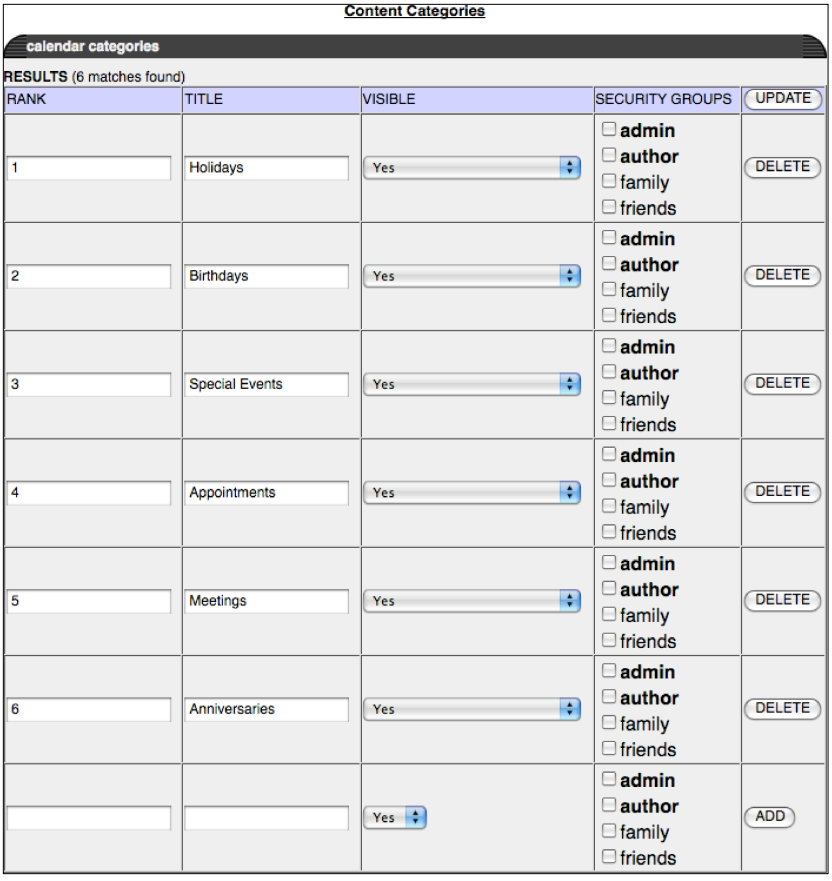


Figure 42. Calendar Categories

Once you have set your calendar categories, they will be available when you create calendar content. You can also limit who will see certain categories by checking the security groups to who you want to limit access. If you add new security groups under Users > Groups, they will appear under security groups.

You can control the visibility of events by setting visibility to Yes, to simply have your event appear on the calendar, NO to hide your event, or Yes (Include on Upcoming...), which will also make your event visible on the Upcoming Events calendar on your website. If you leave all the security groups unchecked, the category will be visible by everyone.

Choose Calendar under Content to edit calendar events as shown in Figure 43.

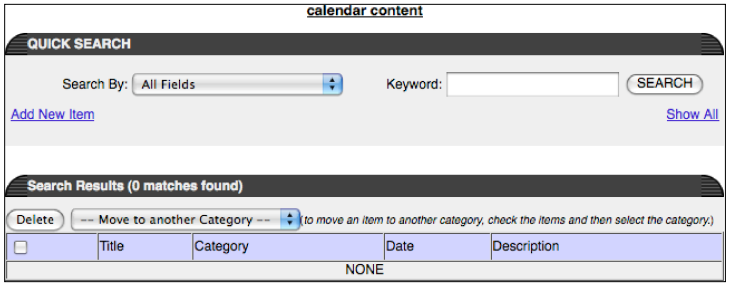


Figure 43. Calendar Content

The Calendar Content displays a list of all calendar events and allows you to search for specific events by title, category, date, description or all of those fields at once. You can change an event category or change entire groups of events to different categories.

You create a new calendar event by clicking Add New Item which will display the Add/Edit Records form shown in Figure 44.

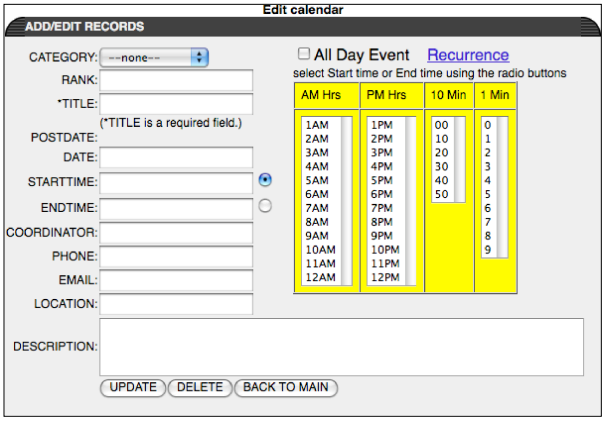


Figure 44. Add Edit Calendar Events

Here you can choose the category for your event, and enter the specific date, start and end times, etc. After you have given a title to your event, you will be able to click Recurrence, which allows you to specify events that will recur on a repeating schedule. Clicking Recurrence displays the Recurrence editing form shown in Figure 45 on the next page.

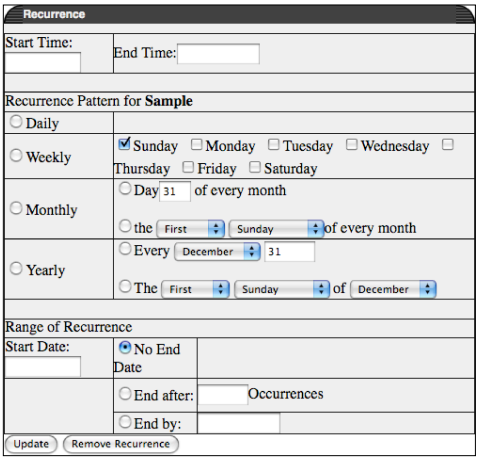


Figure 45. Create Recurring Event

Recurring events can be created with daily, weekly, monthly and yearly patterns and the range can be restricted to start and end at specific dates or after a specific number of recurrences. Click Update to save your setings and add your recurring event to the calendar.

Careers & Career Categories

The Careers section of SiteBuilder allows you to post job opportunities on your website and the Careers and Career Categories pages are where administrators manage job listings. Click Career Categories to display a page for managing the categories of job postings on your site as shown in Figure 46.

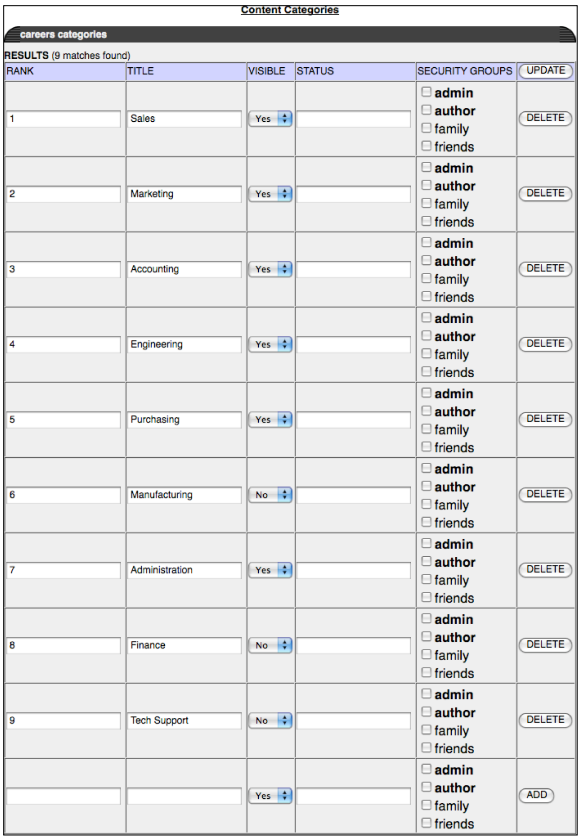


Figure 46. Career Categories

Notice that the page comes pre-populated with a variety of typical career categories as a starting point. Career Categories operate very similarly to calendar categories by allowing you to organize careers into categories which can make navigating the careers easier for users.

You can choose numbers to enter into the Rank fields to control the display order of careers. Lower numbers will appear first. You can set the Visible to Yes or No, which is handy if you have recurring openings for similar positions. By setting visibility to No, you don't have to delete any of the job information, but rather, you can simply make it visible in order to re-activate the job listing at a later date.

The Status field allows you to set a status for each category, which may make managing careers easier.

To create a new career category, simply enter a new name in the bottom record and click the Add button. Delete categories by clicking Delete in the same row of the category you wish to remove. Once you have edited career categories, click Careers to manage the list of current job opportunities at your company. This will open the Careers List page shown in Figure 47.

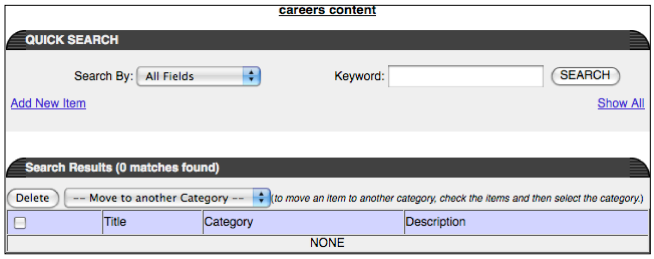


Figure 47. Careers

As with calendar items, this page allows you to search by any or all criteria and to add, edit or delete careers. Click. Add New Item to open the Add/Edit Record form shown in Figure 48.

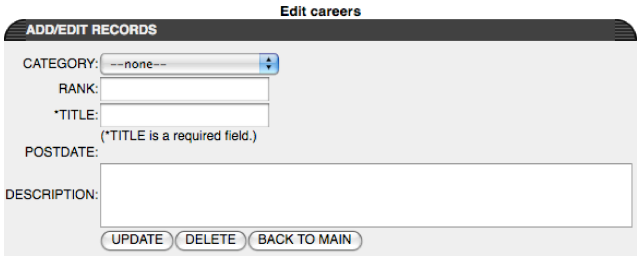


Figure 48. Add Edit Career

Enter a title, rank and a description for your new job listing. The Postdate is automatically entered by SiteBuilder. Choose a category for the listing then click Update to save your changes. You can click Back To Main to return to the previous screen without saving changes and you can click Delete to remove the current listing.

Classifieds & Classified Categories

The Classifieds section of SiteBuilder allows your site to include classified adds for your users to browse. Begin by setting up the various categories that your classified advertisements will be organized into, which will open the Classified Categories form shown in Figure 49 on the next page. SiteBuilder already includes a number of common categories for classified advertisements.

Add new categories by entering a new category name in the last row and clicking the Add button. You can set the Visible status of classified adds to Yes or No, which saves work because you can keep and re-use classified ads by simply turning visibility of their category on or off, rather than having to re-enter all the information each time. Then, moving classified ads between categories can control their visibility.

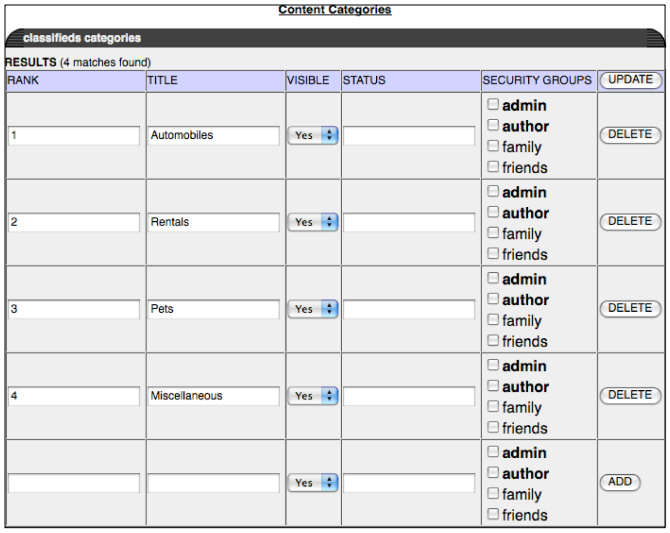


Figure 49. Classified Categories

After you have created your Classified Categories, click Classifieds under Content on the SiteBuilder Administration menu to manage your classified ads, which will display the Classified list shown in Figure 50.

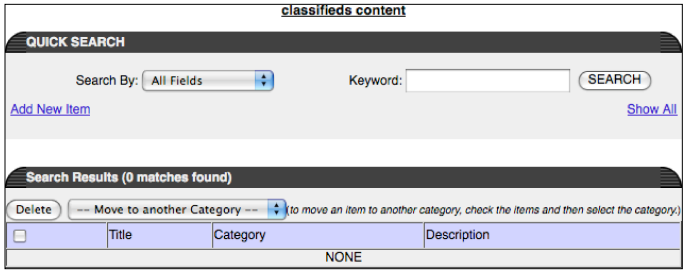


Figure 50. Classified List

The Classified list view should be familiar to you as it is very similar to the other content list views. From here, you can search for classified ads by searching specific fields, or searching all fields for particular strings. You can edit or delete existing classified ads and you can reassign classified ads to different categories, either one at a time, or several at once.

To create a new classified ad, click Add New Item, which will display the Add/Edit form shown in Figure 51.

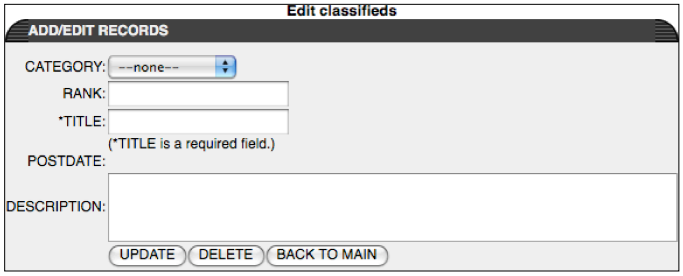


Figure 51. Add Classified Ad

Enter a title, a rank to control the display order, and the content of your classified ad in the Description field, select a category from the drop-down, then click Update to save your ad.

Directories & Directory Categories

The Directories section of SiteBuilder allows your site to include a company directoryt for your users to browse. Begin by setting up the various categories that your directory will be organized into, which will open the Directory Categories form shown in Figure 52. SiteBuilder already includes a number of common categories.

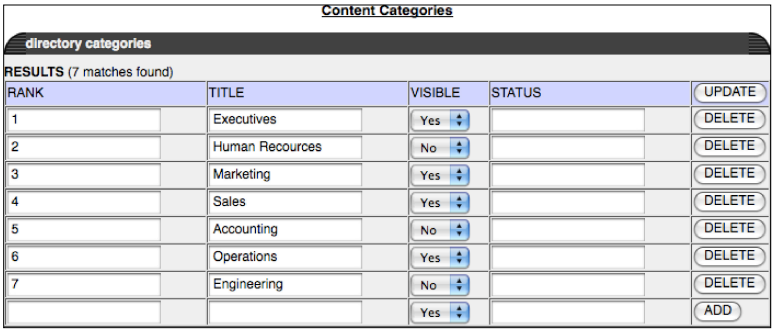


Figure 52. Directory Categories

After you have created your Directory Categories, click Directory under Content on the SiteBuilder Administration menu to manage your company directory, which will display the Directory list shown in Figure 53.

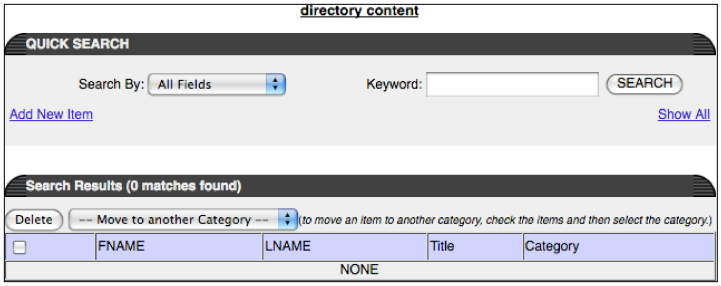


Figure 53. Directories

The Directory list view again uses the familiar form used by the other content list views. From here, you can search for directory listings by searching specific fields, or searching all fields for particular strings. You can edit or delete existing directory listings and you can reassign directory listings to different categories, either one at a time, or several at once.

To create a new directory listings, click Add New Item, which will display the Add/Edit form shown in Figure 54.

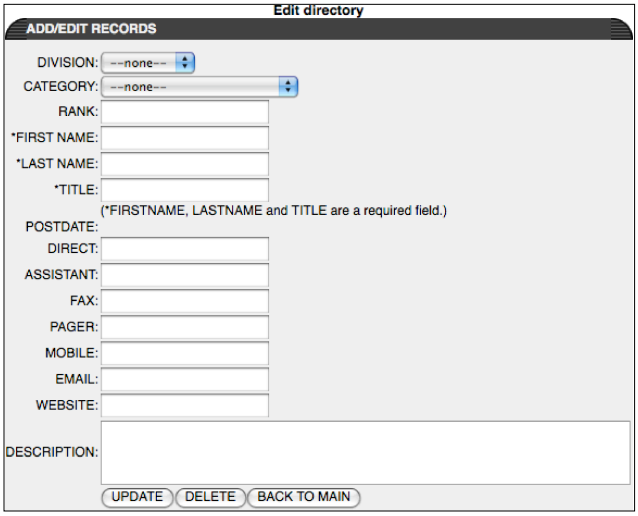


Figure 54. Add Directory Listing

Directory listings can be assigned to both a division and a category. This helps organize your directory and to control which listing appear where and which are visible. First name and last name are both required fields as indicated by the asterisk next to each field name. The remaining fields are optional.

After you have entered the directory record, click Update to save your changes. You can also click Delete to remove the listing entirely, or Back To Main to return to the directory list without saving your changes.

Documents & Document Categories

If your site requires the use of any documents, they can be managed by clicking Documents and/or Document Categories under Content in the administrative interface of SiteBuilder.

Documents can include PDF files, manuals, software updates, etc.. When used, the Documents section will appear among the navigation buttons for your site and will take your site visitors to a page listing and allowing them to download any documents and files you have uploaded into this area.

Begin by clicking Document Categories in order to set up the various document categories you might need. This opens up the Document Category page shown in figure 55.

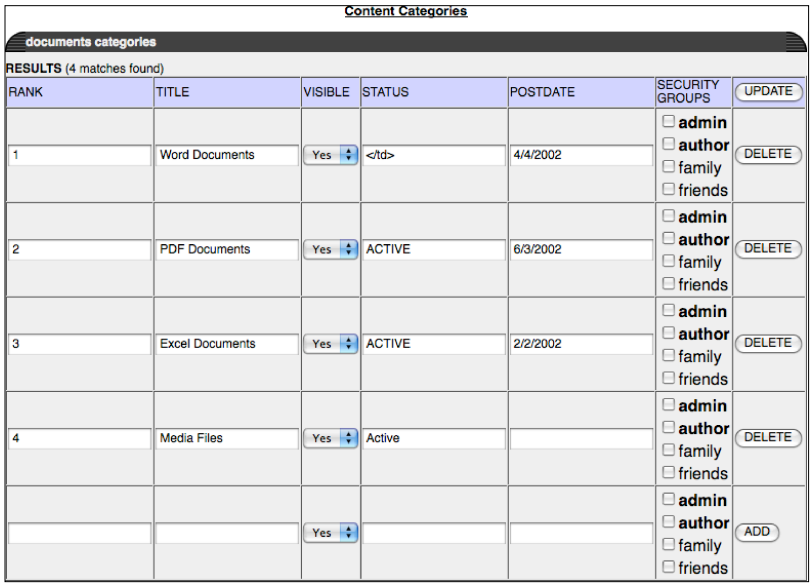


Figure 55. Document Categories

Document categories uses the familiar list view that other content types do. In also allows you to enter a title, status and post date for each document category. You can enter any text you want in these fields, but try to use simple words and/or phrases because it will simplify managing your documents.

You can control access by choosing which groups will be able to see and access your documents. This is especially important because you may not site users to be able to download files until they are registered. You can create a group called Registered Users in the Users & Groups section, and then create a category of documents visible to that group.

To create a new document category, enter your new category information in the last line of the form and click the Add button. This will add your new document category.

After you have created the categories you may need, click the Documents button to display the list of documents currently on your site. You will see the Document listing shown in Figure 56 on the next page. The list view allows you to search for, add, re-categorize and delete documents similarly to other content sections.

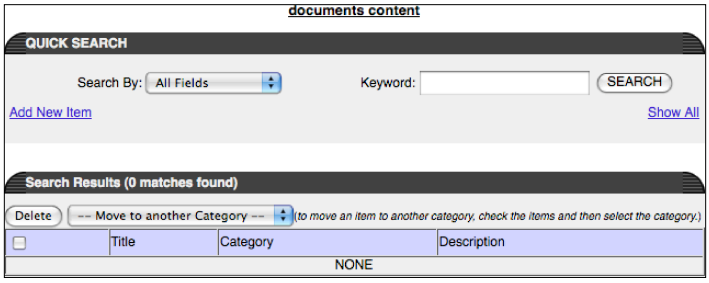


Figure 56. Document List

Documents management is slightly different than other types of content because, in addition to creating a record for each document, you need to upload a file to the server that gets associated with that record. For other types of content, the record usually stores all the information you need. A classified ad, for example contains the name, description, contact information, etc., so there's nothing else to worry about.

A document, on the other hand, exists as a separate file on the server. SiteBuilder needs to keep track of that file and any other files that your sites might use. That means that SiteBuilder must have a record about that file. It's important to understand the relationship between a file and the SiteBuilder record of that same file.

To upload a file and create a SiteBuilder record for the newly uploaded file, click Add New Item, which will display the Add/Edit Documents form shown in Figure 57.

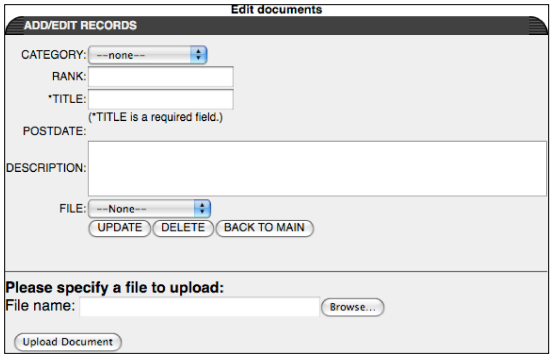


Figure 57. Add/Edit Documents

As with other types of site content, choose a category for your document, enter a rank to control the order in which the document will display, enter a document title, which is required, and enter a description if you wish. Users will see the description, so it will usually be very helpful to enter what the file is and what it contains.

Uploading the file and then creating a record for the file is a two step process. First, choose the file you want to upload. If you know the path and the file name, you can enter it into the File name field. Otherwise, click the Browse button and navigate to the document you want to upload and SiteBuilder will create the proper path and filename string for you. Then click the Upload Document button.

Allow sufficient time for your document to upload before clicking other buttons or you will interrupt and cancel the upload process. After the upload is complete, you will see the confirmation message shown in Figure 58.

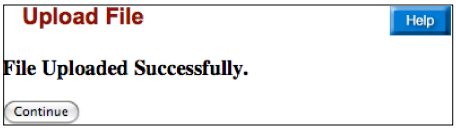


Figure 58. File Uploaded

Next, click Continue which will return you to the Add/Edit Documents form shown in Figure 57. You will now create a SiteBuilder record about the document you just uploaded. Choose the file in the drop-down labelled File. Now you simply choose a category for your document, give it a title, choose its rank to control the order in which it displays, and enter a description. Click Update to save the record about your document.

You will be returned to the Document List shown in Figure 56, but now you will see a row of information about the document you just uploaded.

FAQs & FAQ Categories

Frequently Asked Questions (FAQs) are common among websites. Providing a section for common questions is useful to your users and can save a great deal of administrative time. Site Builder provides this section to manage the common questions that users may have about your site.

Click FAQ Categories to view the categories for FAQs and you will see the list shown in Figure 59.

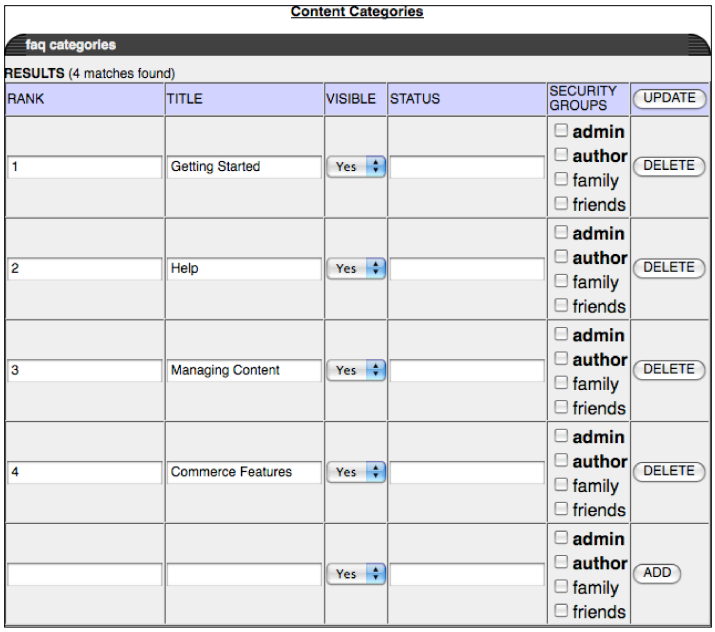


Figure 59. File Uploaded

FAQ categories operate like the rest of the content categories, allowing you to rank, name, set status and control visibility for the categories into which you will organize your FAQs. Like the other types of content you can control who can view individual FAQ categories by selecting which Security Groups can see each categories. As before, leaving all the security groups unchecked means that everyone will be able to see that category.

After you are satisfied with your FAQ categories, click FAQ under Content in the SiteBuilder administration interface. This will display the current list of FAQs on your site, as shown in Figure 60. Notice that there are a large number of FAQs already in SiteBuilder.

Sample FAQs in the site mainly deal with the administrative management of your store, and do not represent the questions that typical store users may have. It's a good idea to organize the FAQ into administrative and non-administrative security groups, and then to make sure that the administrative category is not visible to non-administrative users.

It also good to consider some of the typical questions that your users may have and to make sure that they are addressed in this section of your site.

faq content

QUICK SEARCH

Search By: All Fields Keyword: SEARCH

Add New Item Show All

Search Results (22 matches found)

Delete -- Move to another Category -- (to move an item to another category, check the items and then select the category.)

Title	Category	Description
How do I specify different product options such as size, color, etc.?	Commerce Features	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Products" category, s...
How do I modify the header paragraph for content areas such as calendar, documents, FAQ, etc.	Getting Started	In the administrative area, select the "Headers/Searchable" link under "Site Appearance". Select the content area you wish to modify. Enter your text paragraph in the 'Description' text box. Full H...
How do I change what is my main 'Home' page	Getting Started	The first page listed in the "Page Navigation" table becomes the 'default' home landing page for the main site, as well as the home page accessed when you click on the graphic logo used in the website...
What are the Transaction Settings?	Commerce Features	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Transaction Setttings...
How do I create a custom HTML for my home landing page while at the same time maintaining my ability to search for products and content?	Getting Started	If you wish to have a custom HTML as your home page, yet at the same time maintain the ability to 'search' products and content categories, you must do the following ... within the administrative area...
How do I add new content to the various documents, links, news, etc., areas?	Managing Content	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Content" category, se...
How do I apply security to content in my site?	Getting Started	When user accounts are created, they can be added to one or more 'groups', which can also be customized and added to by anyone in the site administrator group. There are three basic security features...
How do I determine what content is searchable, and what content is not?	Getting Started	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Site Appearance" cate...
How do I manage the appearance of items in the left and main 'panes' of the site?	Getting Started	The SiteBuilder website is actually divided into a left, main, and right pane organization. For any given navigation link that appears on the 'main' horizontal navigation bar, or the upper right link...
How do I change the default website contact information?	Managing Content	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Content" category, se...
Setting up states for tax rates	Commerce Features	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Tax Rates" category, ...
How do I manage User Accounts?	Getting Started	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the 'Users' section, you w...
How do I manage the different 'categories' of content?	Managing Content	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Content" category, yo...
How do I create product categories?	Commerce Features	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Products" category, s...
How do I change the overall layout of the website	Getting Started	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Site Appearance" cate...
What does the Generate Product Pages do?	Commerce Features	All of the dynamic URL's in your site contain question marks. Since search engines do not recognize anything after a question mark in a URL, they are unable to register specific product pages for sear...
How do I modify the overall page navigation of the site?	Getting Started	The SiteBuilder website has three basic navigation areas: the product catalog, the main horizontal navigation bar, and the upper right navigation links. The product navigation is determined by the ca...
How do I change the site colors and graphics?	Getting Started	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Site Appearance" cate...
What do I do first?	Getting Started	When you first begin with a new 'Sitebuider' website, the first things to consider are how you want the basic site to look in terms of color and graphics, what features you want to include in your web...
How do I change the site name used at the top of the landing page?	Getting Started	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Site Appearance" cate...
How do I modify the Company Divisions information used in the phone 'Directory'	Managing Content	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Site Appearance" cate...
How do I add products to my store?	Commerce Features	Login to your site admin area, which will bring up the main admin landing page, which consists of a left navigation pane, and a 'main' right pane for each admin area. Under the "Products" category, s...

Figure 60. FAQ List

Just like other types of site content, you can search for FAQs by individual field or all fields, you can edit individual FAQs by clicking on the question. You can change categories for individual FAQs or groups of them by using the check boxes. You can also delete individual or groups of FAQs. To add a new FAQ, click Add New Item which will display the Add/Edit FAQ form shown in figure 61 on the next page.

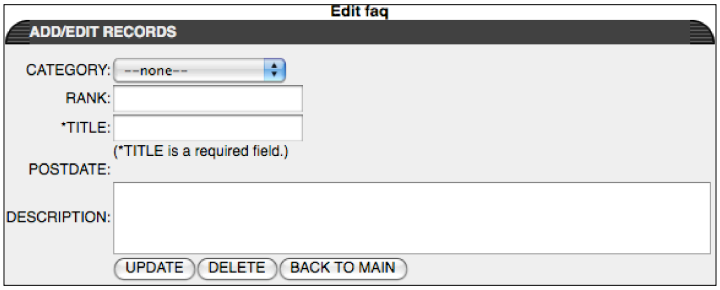


Figure 61. Add New FAQ

The most important thing to remember about adding a new FAQ is that you enter the entire question into the Title field. The answer is entered into the description field. Like before, you use Rank to control the order in which the FAQs will display on your site. Click Update to save your changes. You can also click Delete to completely remove the current FAQ, or Back To Main to return to the FAQ list without saving any changes.

Handbook & Handbook Categories

The Handbook section of your site is a great place to store things like store policies, terms of service, and other issues. Click Handbook Categories which will display the Handbook Category list shown in Figure 62

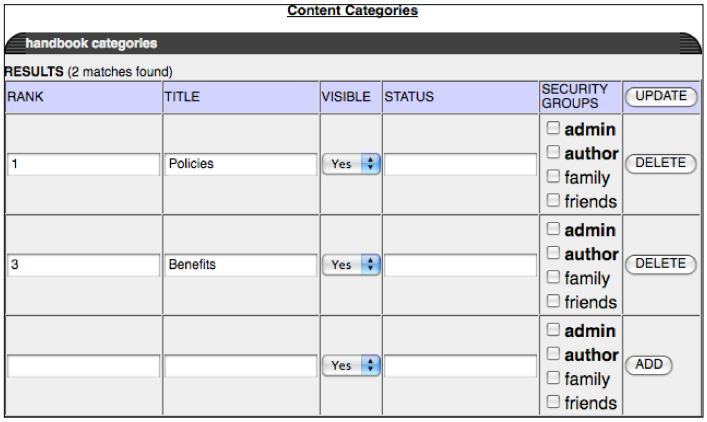


Figure 62. Handbook Categories

Manage Handbook categories the same way you managed categories for other types of website content. You can add, delete, rename, set the status, control the visibility and set the security access for each category in your list. When you are satisfied that you have the right handbook categories for your site, click Handbook under Content in the SiteBuilder administrative interface to view the list of current Handbook items as shown in Figure 62.

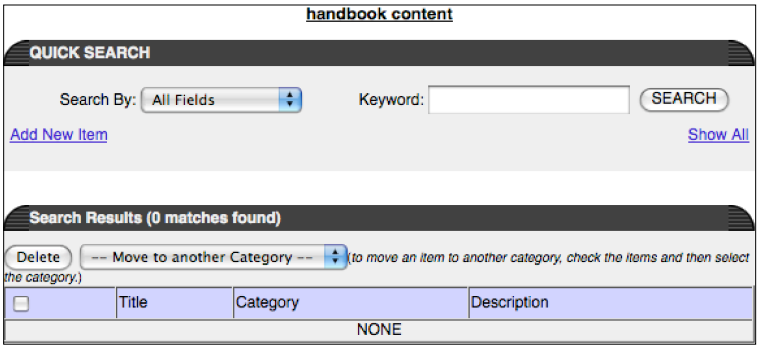


Figure 63. Handbook List

You can use the same search tools to find particular handbook items and you can manage which handbook categories your handbook items are organized into. To create a new handbook item click Add New Item to display the Add/Edit Handbook Item form shown in figure 64.

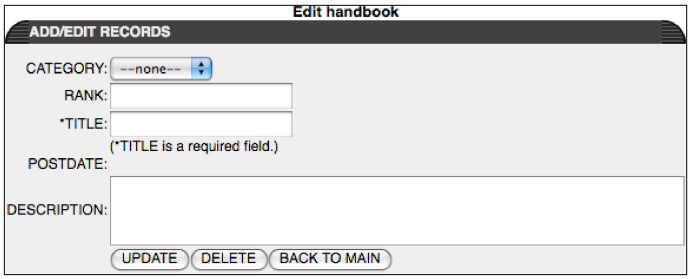


Figure 64. Add/Edit Handbook Item

Enter a title and choose a rank and category for your new item. Enter the description and click Update to save your new handbook item to the system. You can also delete this item or return to the list without saving anything by clicking Back To Main.

Links & Link Categories

When its enabled, the links section of your site displays a list of related links. This is the part of the administration interface that allows you to organize and manage those related links. Begin by clicking Link Categories under Content in the SiteBuilder administrative interface, which will display the list of link categories as shown in Figure 65.

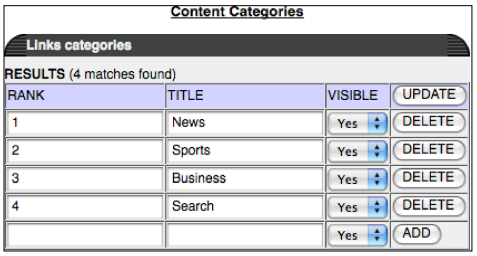


Figure 65. Link Categories

You can create and delete categories, rename them and adjust their rand to change their display order. You can control visibility in order to save link information without displaying it on your site. Enter new link categories in the bottom row and click Add to add to your link categories. Once you are satisfied with your link categories, click Links under Content, which opens the Link list view as shown in Figure 66.

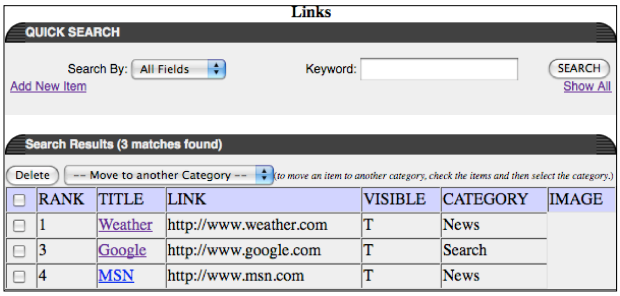


Figure 66. Link List

As with other types of content, you can search for links, associate links with different categories, edit and delete links. SiteBuilder includes 3 sample links to demonstrate how they work. To add your own, click Add New Item. This will display the Add/Edit Link form shown in Figure 67.

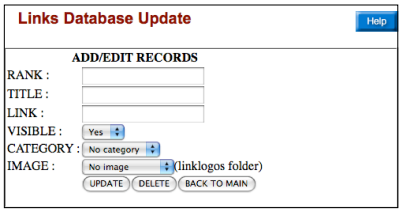


Figure 67. Add New Link

Select a rank for your new link, enter a title, and the complete URL. You can set visibility, associate a category and an image with your link. Link images are not enabled at this time, but will be incorporated in a future release of WebDNA.

Click Update to save your changes. Alternatively, you can click Delete to completely remove the current link or click Back To Main to return without saving any changes.

News & News Categories

When its enabled, the news section of your site displays a list new articles that users can click to expand into the full text of the article. Click News Categories under Content in the SiteBuilder administration interface in order to set up the various categories for your news stories, which makes browsing your news articles easier for your site visitors. This opens the News Category list as shown in Figure 68.

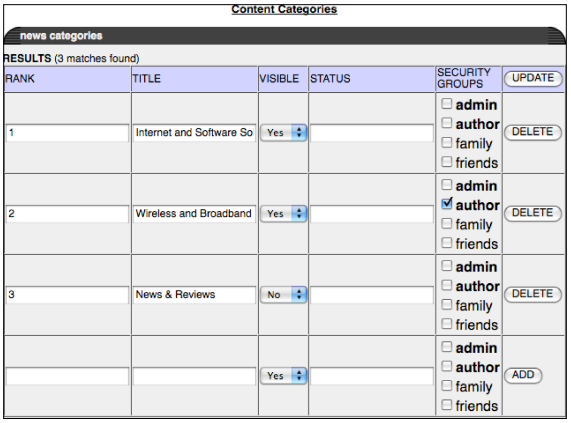


Figure 68. News Categories

Several news categories already exist, which you can change or delete as needed. As with all content, you can create new news categories by entering a new title, rank and status, then clicking the Add button in the last row of the form.

You can change any fields and click Update to save those changes. You can delete any news category by clicking Delete in its respective row. You can also control visibility of all articles within a given category by toggling visibility for that category. You can restrict visibility to certain security groups by enabling those groups using the check boxes. If you leave all boxes blank, that particular category will be visible to all users.

When you're satisfied with the setup of your news categories, click News under Content on the SiteBuilder administrative interface. This will display the current list of news articles as shown in Figure 69 on the next page. This interface offers the same search tools for finding articles and allows you to create new news articles.

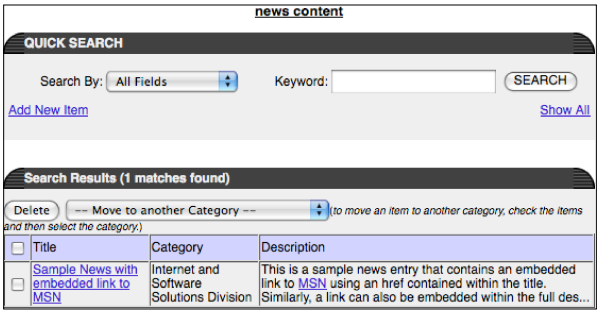


Figure 69. News Article List

Clicking Add New Item opens the Add/Edit News Article form shown in Figure 70.

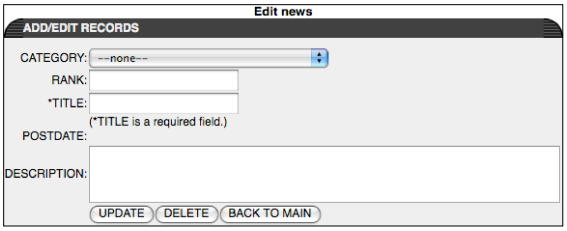


Figure 70. Add/Edit News Article

You can include HTML syntax in both the title and the description fields, which can make your news articles more interactive for users. To create a link within a news article, use the following syntax:

```
This is a sample sentence with an <a
href="www.website.com" target="_blank">embedded link</a>
in the text.
```

When you use this approach, your article and it's title can contain live links to other pages and websites. Setting the target to _blank will open the destination URL in a separate window. This is important, especially when users may have a number of items already in their shopping cart on your site. You don't want to confuse them or cause them to think that all their shopping has been lost because the page changed.

Photo/File Tools

SiteBuilder includes programming to integrate it with a couple of products that will make managing multiple files and images easier.

The first of these is integration with Image Magick. ImageMagick is an open source image manipulation package that can be installed on most web servers. If you have chosen to install the program on your server, you can enter the path to the program here and SiteBuilder will use that program to automatically generate thumbnail images for use throughout your store.

This can save a great deal of time since you only have to upload full sized images and SiteBuilder will do the rest, saving you the time of having to manually generate and upload thumbnail sized images.

The second tool is ImageUploader. ImageUploader is a commercial package sold by Aurigma Imaging Technology. This program provides a very intuitive way to upload large numbers of files at a time. Most file upload tools built into web pages only allow you to upload a single file at a time, which can be extremely frustrating when handling many files, such as all of the product images for a store.

ImageUploader makes this process much more robust by providing an interface directly within your browser window that resembles a complete FTP program. You can, alternatively just use FTP to handle file transfers, but if you prefer your FTP interface to reside directly in a browser window, you can use ImageUploader.

Click Photo/File Tools under Content in administration to open the form in Figure 71 on the next page.

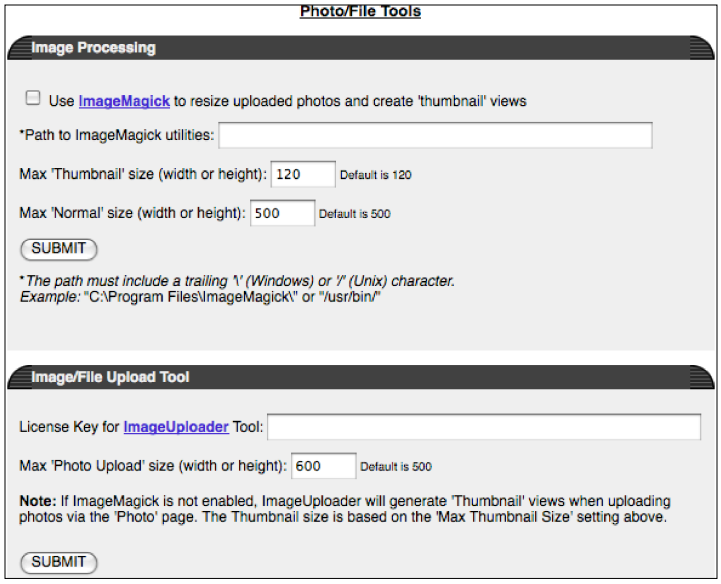


Figure 71. Photo/File Tools

To enable ImageMagick integration, you must enter the full path to the ImageMagick programs on your server. You then specify a maximum size for normal and thumbnail images. This maximum will be applied to the larger value of height or width and your image will be reduced in size while it's aspect ratio is maintained. Click SUBMIT to save your changes.

After SiteBuilder successfully finds your ImageMagick programs, it will automatically generate matched thumbnails each time it sees new files uploaded into your full-sized product image directories.

To enable ImageUploader integration, enter your license key for the tool in the space provided. If it can't find ImageMagick and you have entered a valid license for ImageUploader, SiteBuilder will use the image resizing capability built into ImageUploader to automatically generate thumbnails. Click SUBMIT to save your license key after it's entered.

Photos, Photo Categories and Photo Titles

Click Photo Categories under Content in the SiteBuilder administration page to view the current list of photo categories as shown in Figure 72.

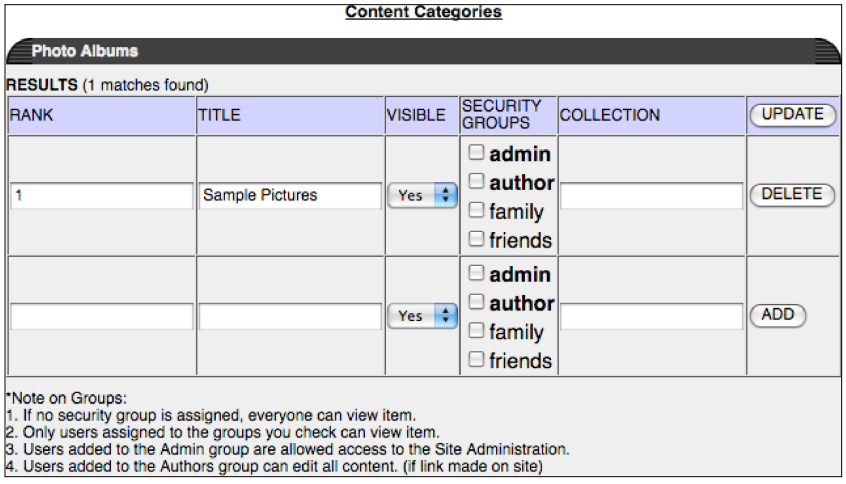


Figure 72. Photo Categories and Collections

Photo Categories are handled just like the categories for other types of content in your site. You can adjust rank, title, visibility, security, and you can also add images to different collections. The photo categories page also has a helpful outline of how the security groups work.

Photo categories are displayed as albums to the user. Albums can also be grouped into collections by choosing appropriate collection names for each category. This is useful particularly when your site simply has a large volume of photos.

After you have configured your photo categories and collections, click Photos to display the current list of photos on your site as shown in figure 73.

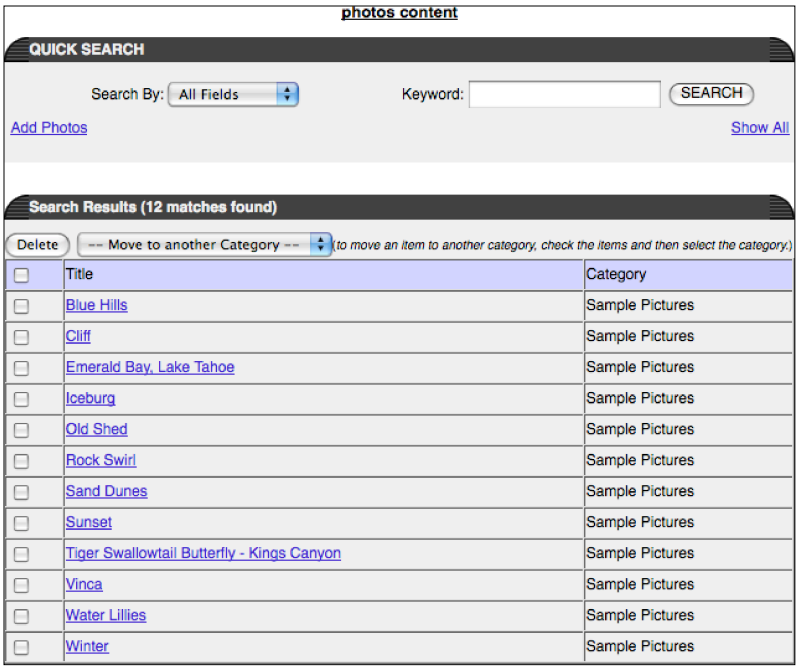


Figure 73. Photos

You can search for specific photos by specific field, or by searching all fields. You can edit information about a photo by clicking it's title in the list, which displays the Add/Edit form discussed a little later on. You can change categories and you can delete photos.

To add a new photo, click Add Photos to display the Add/Edit Photo dialog as shown in Figure 74. This form allows you to upload up to 5 photos at a time.

It's important to remember that the photos section of your site is simply a collection of photos that you may want to enable if you happen to have images that you want to share with visitors to your site. Images added to this part of the site have nothing to do with other types of images, such as product images. Product images are uploaded to a different part of the site and are not related in any way to the images you upload to this section.

Remember that web browsers only support JPG, GIF and, with a few exceptions, PNG files. Although you can upload different types of images, they will not display properly and may cause other problems if ImageMagick or ImageUploader attempt to manipulate them as though they were proper image files.

You can enter the complete paths to the files you want to upload, or let SiteBuilder do it for you by using the Browse button to open a file dialog box and navigate to the file(s) you wish to upload. The latter method usually prevents typos.

After you have located as many as 5 photos to upload, click the Upload button either at the top or bottom of the form to complete your photo upload.

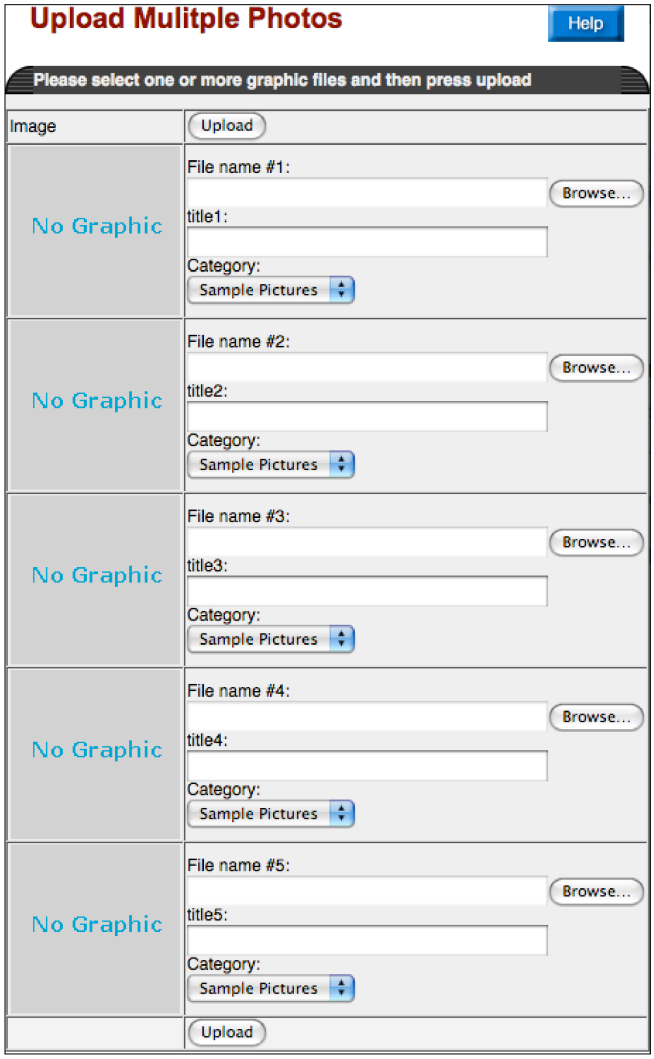


Figure 74. Upload Photo(s)

After you have located as many as 5 photos to upload, click the Upload button either at the top or bottom of the form to complete your photo upload. The server will list the results of each file uploaded. Click Continue after the upload completes to return to the Photo List page.

Click Photo Titles to give your photos titles and organize them into albums. Clicking Photo Titles opens the title and album management form as shown in Figure 75 on the next page. Select a photo album to view all the photos within that album. A number of photos are already included and they have been placed into a sample album so you can see how this works.

From here you can click on any photo to open a full sized view. You can check multiple photos to move them among different albums or delete them and you can add or change titles for any or all photos.

If you happen to upload a photo without giving it a title, the photo list shown in Figure 73 will contain a list that has no title and you will not be able to click on and edit that individual photo until you first access the photo title page shown in Figure 75 on the next page and give the image a title.

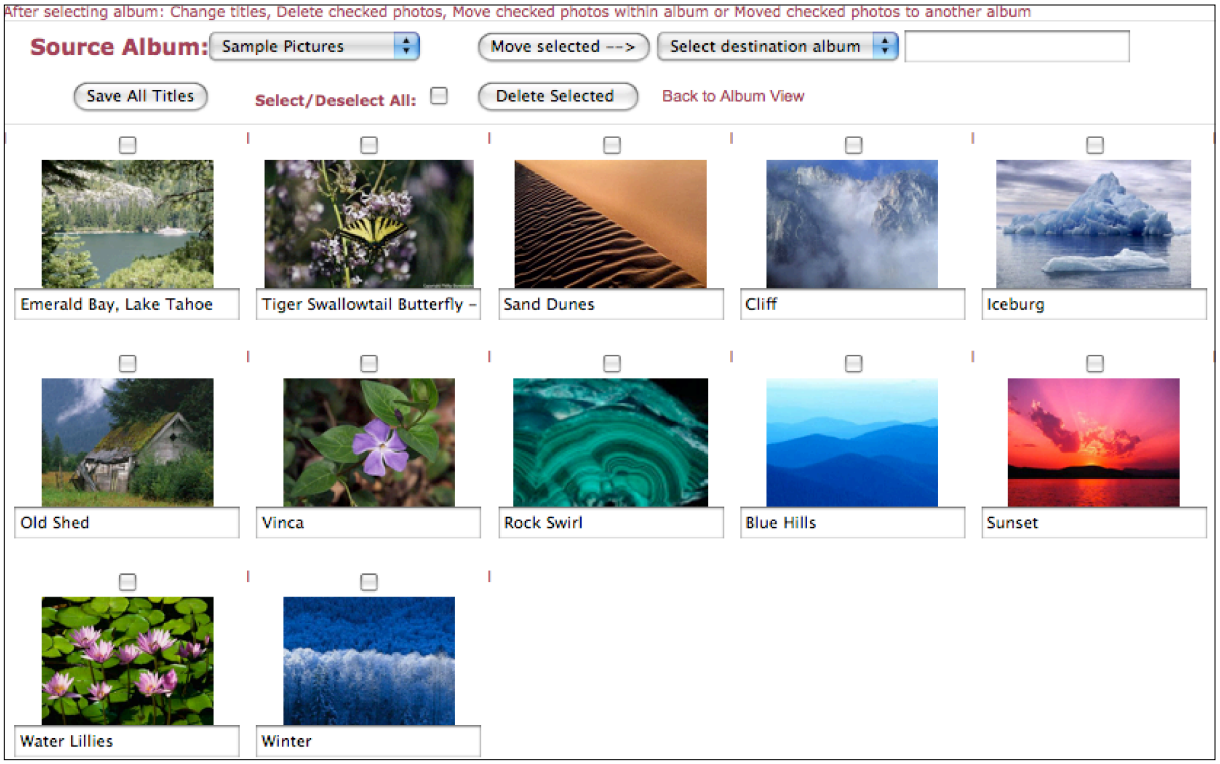


Figure 75. Photo Titles

You can also create new albums directly from this page by selecting Create New Album --> from the drop down next to the Move Selected --> button.

If you click on the text Back to Album View, you can view the photos as your users will see them. This is handy, although whenever you are administering a SiteBuilder site, it's a good idea to have the actual site open in a separate window so you can monitor the changes that users will see as you are making them.

Step 5: Configure Transaction and Tax Settings

WebDNA contains a powerful WebMerchant application for managing all of your order processing functions. These functions can be individually configured for each store you create in SiteBuilder which allows you to completely customize these settings on a site by site basis. These features include:

- Merchant Information
- Payment Processors
- Email Templates
- Shipping Costs

Merchant Information

Click Merchant under Transaction Settings in the SiteBuilder administration for your current SiteBuilder store to display the form for configuring merchant settings shown in Figure 76.

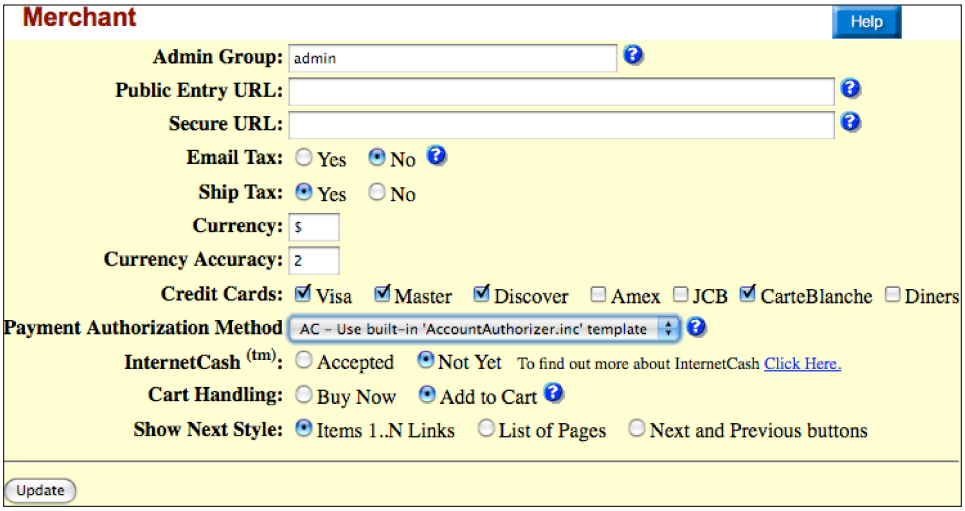


Figure 76. Merchant Settings

The Merchant screen provides the following settings:

Admin Group

Enter the name of the Admin Group that can access secure information to this store. Remember that if you use ADMIN, you will be giving those users access to the entire administration interface for WebDNA, unless you configure things differently.

Public Entry URL

Enter the URL that customer's will use to enter your store's site.

Secure URL

Enter the URL that the store will switch to in order to collect sensitive information.

Email Tax

Select your Email Tax status: Choose Yes to tax email requested items. Choose No for email-requested items that should not be taxed.

Ship Tax

Yes charges tax on shipping charges, No does not.

Currency

Insert the currency type you accept.

Currency Accuracy

Insert the number of decimal places for rounding, typically 2.

Credit Cards

Check the types of credit cards you will accept.

Payment Authorization Method

Choose CC -Auth Capture in order to immediately verify funds and charge the credit card account.

Choose BK - Auth only to verify available funds but only book the sale. This method might be used if you have a warehouse of products and you don't want to charge the credit card until products have been shipped from the warehouse. If BK - Auth Only is selected, fulfillment pages for your store will allow sales to book the sale and the shipping department to actually charge the card after shipping is completed.

Choose AC - Use built-in AccountAuthorizer.inc template if you want to handle your own credit card processing. You can customize the code on the AccountAuthorizer.inc template to suit your particular needs.

Customizing the AccountAuthorizer.inc include file requires that you fully understand WebDNA and how it works throughout the SiteBuilder Site, and are comfortable working with the intricacies of credit cards.

Internet Cash

Check whether or not your site will handle Internet Cash transaction processing. Visit www.internetcash.com for more information.

Cart Handling

Choose how your customers can purchase products. Add to Cart allows shoppers to place multiple items into a virtual cart and then purchase the entire group of items at one time. Buy Now takes users to the checkout process each time they purchase an individual item.

Show Next Style

Choose how you would like the links for multiple pages to appear in shopping cart pages.

Click Update to save your changes.

Payment Processors

Click Payment Processors under Transaction Settings in the SiteBuilder administration site for your current SiteBuilder store to display the form for configuring merchant settings shown in Figure 77.

The payment processors form is divided into three top parts; first, general settings, second, settings for the particular payment processor you are using, and third, the folder or directory configuration for your store. A fourth section for InternetCash setting is always available.

SiteBuilder integrates directly with CyberSource™, Payflow Pro (Signio), PayFlow Pro (Verisign), AuthorizeNet, and AuthorizeNet Direct Connect Method.

Each of these different payment processors has a unique set of settings and methods for handling online transactions. To configure your SiteBuilder site for one of these payment processors, select the payment processor you wish to use from the Payment Processor drop down and then click the Change Payment Processor button.

The section for the payment processor settings will update to reflect the appropriate settings for the particular payment processor you have chosen.

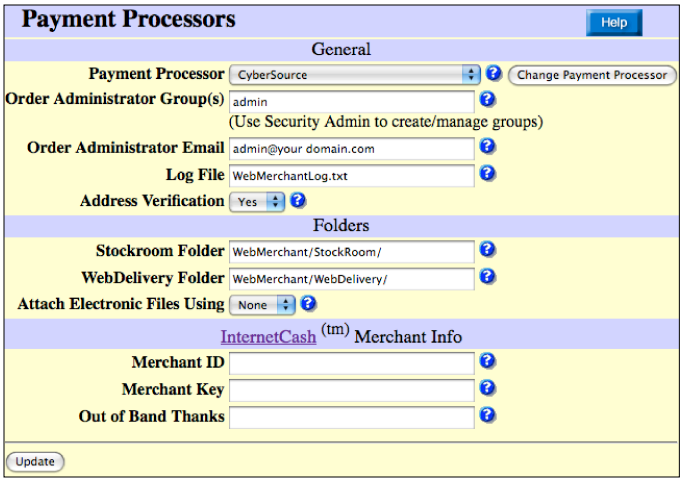


Figure 77. Payment Processors

Initially, your store will not be set for any particular payment processor and the form will not have any settings for the payment processor. The form displays CyberSource™ as the current payment processor, but it only available as a choice and has not been set until you click Change Payment Processor.

Click Change Payment Processor to set CyberSource™ as your payment processor and SiteBuilder will add a section to this form for CyberCource settings as shown in Figure 78.

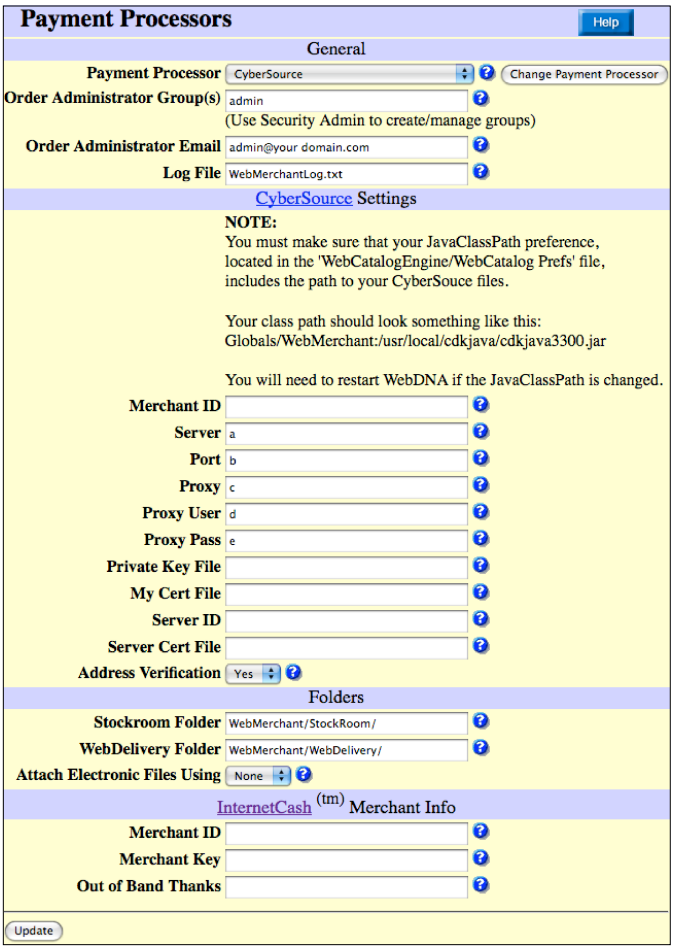


Figure 78. CyberSource™ Settings

The form offers the following settings:

Payment Processor

Choose the type of credit card payment processor you plan to use. Merchant accounts should be established with your bank and any software should be installed on this server. Since WebMerchant is CyberSource-ready, it does not require installation of software. Choices CyberSource™, Payflow Pro (Signio), PayFlow Pro (Verisign), AuthorizeNet, and AuthorizeNet Direct Connect Method

Change Payment Processor

Choose to change your current payment processor. As stated earlier, until you choose a payment processor and click this button, settings for your particular payment processor will not be visible.

Order Administrator Group(s)

There are two groups of people allowed to administer a store and its orders: the master WebDNA "Admin" group, and a group you create for the individual store. Go to WebDNA's Admin pages and click "Security" to administer groups. Create one or more username/password entries, and create a group name for this store and its orders. The group name you enter into the security preferences should be entered into this field as well.

It is strongly recommended that you don't just use the master admin password, because that will mean that you are providing your users with the master password used to make global changes to your WebDNA administration, severly compromising your server security.

Order Administrator Email

Errors can occur while processing a credit card (i.e. the bank network is not responding). WebMerchant will send notification emails to this address when such problems occur. This person should know the password for administering orders.

Log File

Detailed information about each credit card being processed is written to this text file. If order problems arise, open and read this file to research the problem.

Processor Specific Settings - CyberSource

If you choose CyberSource as your payment processor and click Change Payment Processor, SiteBuilder will update the display to show you the particular settings for CyberSource as shown in Figure 78, on the previous page. CyberSource settings include a variety of settings which you should obtain from your CyberSource account representative. Also, be sure to follow the specific instructions regarding your JavaClassPath preferences in order for CyberSource to function properly.

Information you will need to obtain and enter here includes Merchant ID, Server, Port, Proxy, Proxy User, Proxy Pass, Private Key File, My Cert File, Server ID, Server Cert File, and Class Path

Address Verification

Some bank networks require address verification information to be sent, while others do not. Choose Yes or No depending on your merchant account status with your bank.

Processor Specific Settings - PayFlow Pro (Signio)

If you choose PayFlow Pro (Signio) as your payment processor and click Change Payment Processor, SiteBuilder will update the display to show you the particular settings for PayFlow Pro (Signio) as shown in Figure 79. Obtain your PayFlow Pro (Signio) information from your PayFlow Pro (Signio) account representative. Also, be sure to follow the specific instructions regarding your JavaClassPath preferences and installation of the PayFlowPro Java SDK in order for PayFlow Pro (Signio) to function properly.

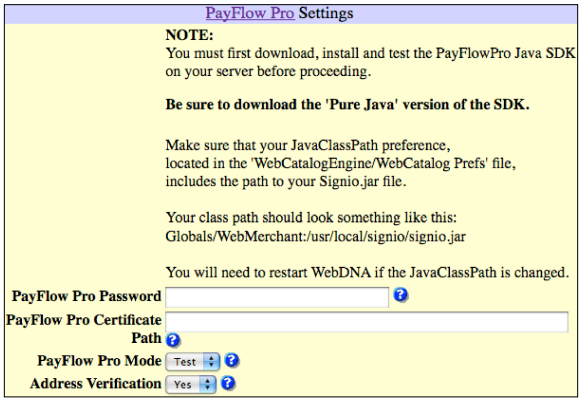


Figure 79. PayFlow Pro (Signio) Settings

Information you will need to obtain and enter here includes your PayFlow Pro password and the path to your PayFlow Pro certificate.

PayFlow Pro Mode

PayFlow Pro offers a setting for choosing live or test mode. As it's name implies, live mode will link to and process payments while test mode will provide all the same feedback and function as a live session, without actually charging any account.

This is a great way to verify that your site is operating properly.

Address Verification

Some bank networks require address verification information to be sent, while others do not. Choose Yes or No depending on your merchant account status with your bank.

Processor Specific Settings - PayFlow Pro (Verisign)

Verisign acquired Signio and the two payment processors may ultimately become identical. Until then, there are some slight differences in how PayFlow Pro (Verisign) is configured.

If you choose PayFlow Pro (Verisign) as your payment processor and click Change Payment Processor, SiteBuilder will update the display to show you the particular settings for PayFlow Pro (Verisign) as shown in Figure 80. Obtain your PayFlow Pro (Verisign) information from your PayFlow Pro (Verisign) account representative. Also, be sure to follow the specific instructions regarding your JavaClassPath preferences and installation of the PayFlowPro Java SDK in order for PayFlow Pro (Verisign) to function properly.

Be sure to download the Pure Java version of the SDK.

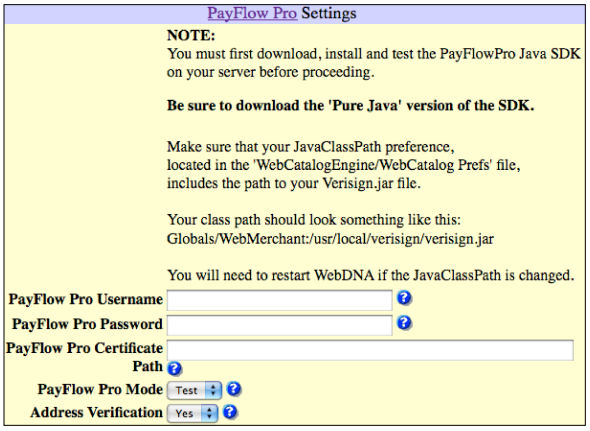


Figure 80. PayFlow Pro (Verisign) Settings

Information you will need to obtain and enter here includes your PayFlow Pro username, password and the path to your PayFlow Pro certificate.

PayFlow Pro Mode

Just like the Signio version, the Verisign version of PayFlow Pro offers a setting for choosing live or test mode. As it's name implies, live mode will link to and process payments while test mode will provide all the same feedback and function as a live session, without actually charging any account.

Address Verification

Again, Some bank networks require address verification information to be sent, while others do not. Choose Yes or No depending on your merchant account status with your bank.

Processor Specific Settings - AuthorizeNet

If you choose AuthorizeNet as your payment processor and click Change Payment Processor, SiteBuilder will update the display to show you the particular settings for AuthorizeNet as shown in Figure 81. Obtain your AuthorizeNet information from your AuthorizeNet account representative.

Figure 81. AuthorizeNet Settings

Information you will need to obtain and enter here includes your AuthorizeNet login, password and the URL to your site's AuthorizeNet results page and AuthorizeNet Thanks page.

AuthorizeNet Auth Type

AuthorizeNet authorize type can be set to authorize payment only (AUTH_ONLY) or to authorize and capture the payment (AUTH_CAPTURE). If your store typically maintains a warehouse of physical products, you may want to choose AUTH_ONLY and hold off on actually charging the credit card until you have actually shipped the product(s).

When AUTH_ONLY is chosen, a separate step is provided in the fulfillment screens for actually charging the credit card after item(s) have shipped.

AuthorizeNet Test Mode

Similar to PayFlow Pro, AuthorizeNet provide a test mode by setting Authorize Test Mode to True. This allows you to fully verify the operation of your store without actually charging any credit cards.

Processor Specific Settings - AuthorizeNet - Direct Connect Method

If you choose AuthorizeNet - Direct Connect Method as your payment processor and click Change Payment Processor, SiteBuilder will update the display to show you the particular settings for AuthorizeNet - Direct Connect Method as shown in Figure 82. Obtain your AuthorizeNet information from your AuthorizeNet account representative.

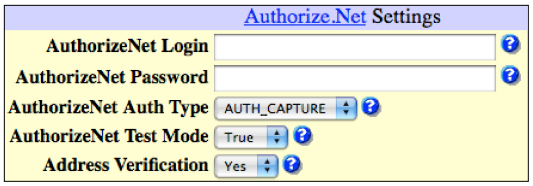


Figure 82. AuthorizeNet Settings

Information you will need to obtain and enter here includes your AuthorizeNet login and password. You don't provide either a results or thanks URL because the direct connect method produces results that display directly within a page, rather than transfering the connection to AuthorizeNet server(s) and then returning to the specified URLs.

AuthorizeNet Auth Type

Just like the standard connection, AuthorizeNet authorize type can be set to authorize payment only (AUTH_ONLY) or to authorize and capture the payment (AUTH_CAPTURE). If your store typically maintains a warehouse of physical products, you may want to choose AUTH_ONLY and hold off on actually charging the credit card until you have actually shipped the product(s).

When AUTH_ONLY is chosen, a separate step is provided in the fulfillment screens for actually charging the credit card after item(s) have shipped.

AuthorizeNet Test Mode

Just like the standard connection, AuthorizeNet provide a test mode by setting Authorize Test Mode to True. This allows you to fully verify the operation of your store without actually charging any credit cards.

Stockroom Folder

Insert or edit the location of your Stock Room folder.

Web Delivery Folder

Insert or edit the location of your Web Delivery folder.

Attach Electronic Files Using

Electronic files can be attached to a number of different fields in an order by the SiteBuilder system. Choose to use the SKU field or any of text fields A through E or None.

Merchant ID

If using Internet Cash payment processor, enter your Merchant ID.

Merchant Key

If using Internet Cash payment processor, enter your Merchant Key.

Out of Band Thanks

If using Internet Cash payment processor, this is the URL that your out of band processor will land the customer back on your site with the payment authorization.

Email Templates

You can customize the appearance of email messages that SiteBuilder uses to notify administrative personnel about significant events during the processing of individual transactions. Clicking Email Templates under Transaction Settings in the administrative interface displays the Email Template page as shown in Figure 83.

SiteBuilder manages email templates in three categories; customer templates, accounting templates and other templates. Customers receive A customer declined message if their payment fails in any way. They receive a customer approved message when payments are successful and they receive a separate thank you message immediately after placing their order, but prior to payment.

The accounting department of your site receives email notifications when transactions are approved or declined and immediately after an online purchase is made, but has not yet been approved or processed.

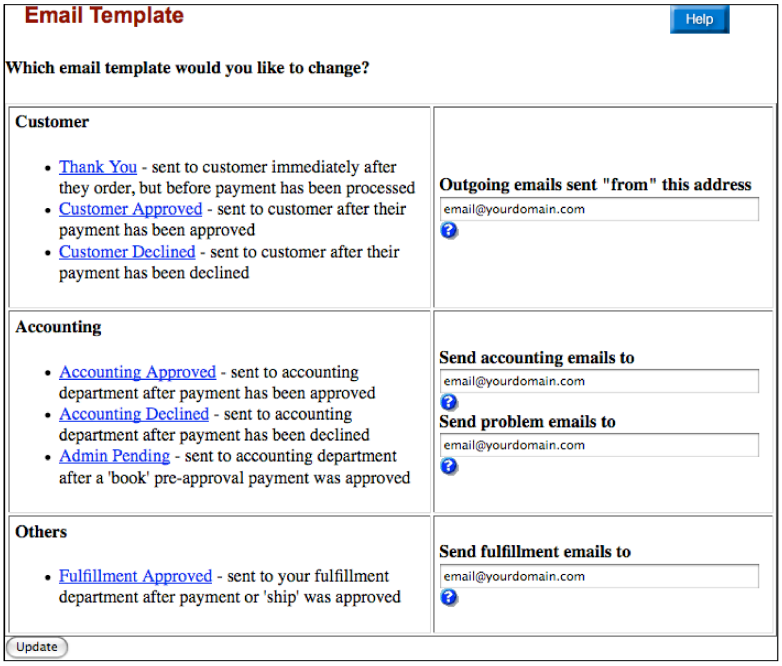


Figure 83. Email Templates

You can also send email notification to a fulfillment address which will then receive an email after payment has been processed successfully.

SiteBuilder has a default layout for each of these messages which can be further customized by clicking the name of each email template appearing in the left side of the table in Figure 83. Clicking the thank you template displays the layout that will be used for thankyou emails shown in Figure 84 on the next page.

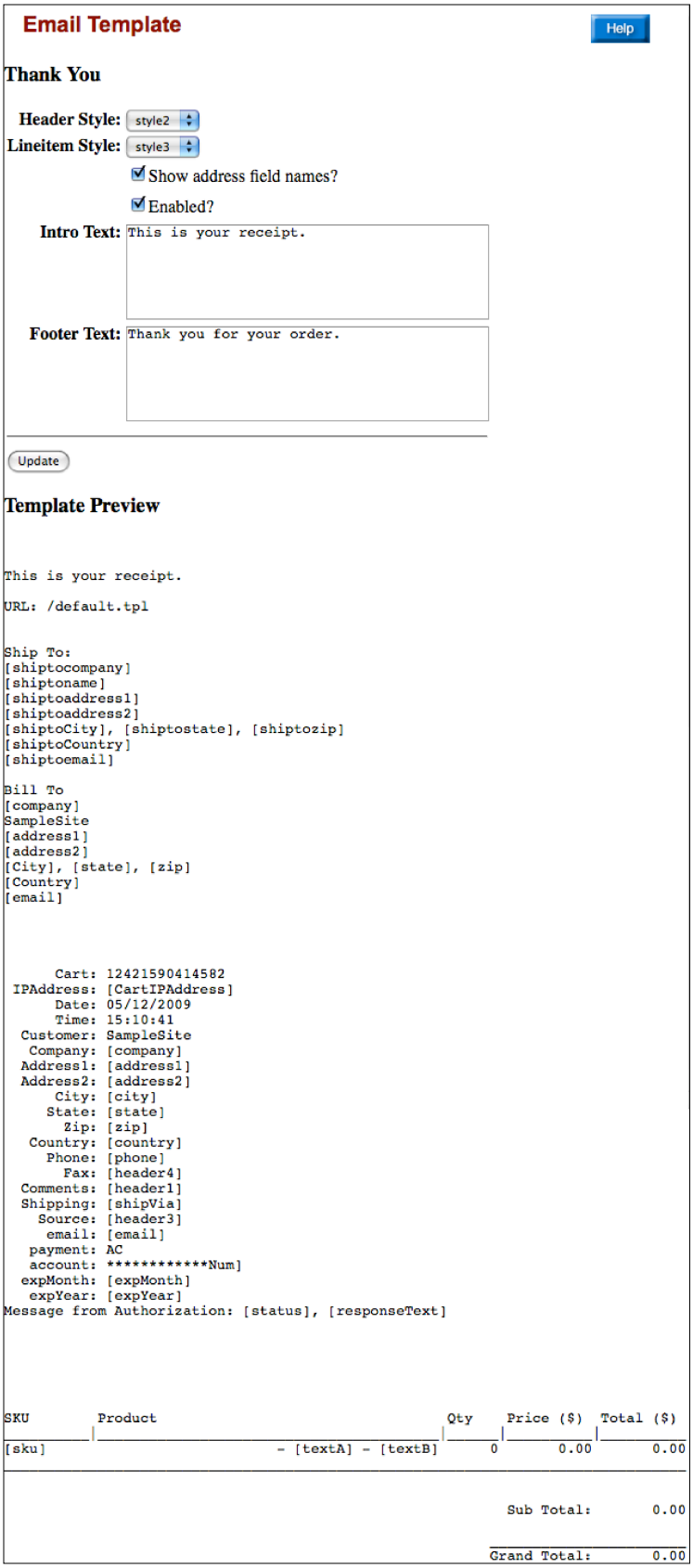


Figure 84. Thank You Email Template

The templates for the remaining email messages are all edited in a similar fashion to the thank you template.

There are different styles available for both the header and the line items of your email messages. You can choose whether or not to display address field names, which can improve customer security, and you can enable or disable use of the template entirely by checking the Enabled checkbox.

Intro text will appear at the top of every thank you message and footer text will appear at the bottom.

Because there are a variety of styles and options, there are a very large number of different combinations of choices for the thank you template which will cause it to appear differently. For your convenience, the bottom of this page will display the current appearance along with some sample data so that you can get a preview of how your thank you messages will look to your customers.

Each time you make a setting change, click Update to update SiteBuilder and to update the sample email message displayed in the bottom half of the page.

Each email can be configured separately which gives you a wide range of control over how these messages appear to each type of user. You can also control which messages your server will send and to which addresses they will be sent. Be sure to text and verify your email settings.

Click Update to save your changes.

Shipping

Click Shipping under Transaction Settings in SiteBuilder admin to access the shipping settings for your site. This will display the Shipping page shown in Figure 85.

Figure 85. Shipping

SiteBuilder is completely integrated with United Parcel Service (UPS) and their online tools for integrating UPS shipping directly into your store without having to understand anything about the programming specifics or application programming interfaces required. SiteBuilder already has the work done for you.

You only need to configure your settings to enable complete shipping calculations, type of shipments offered to the user, integrated shipping charges, and automatic packaging tracking through the UPS website.

Click the UPS OnLine Tools link to display the UPS OnLine Rates & Service Selection Tool shown in Figure 86 on the next page.

You can enable or disable UPS integration using the top checkbox. The next checkbox selects whether or not you want to enable the UPS OnLine Tracking Tool. When this is enabled, your customer's online order summaries and notification emails will contain links to the UPS site to immediately track the status of your shipped packages.

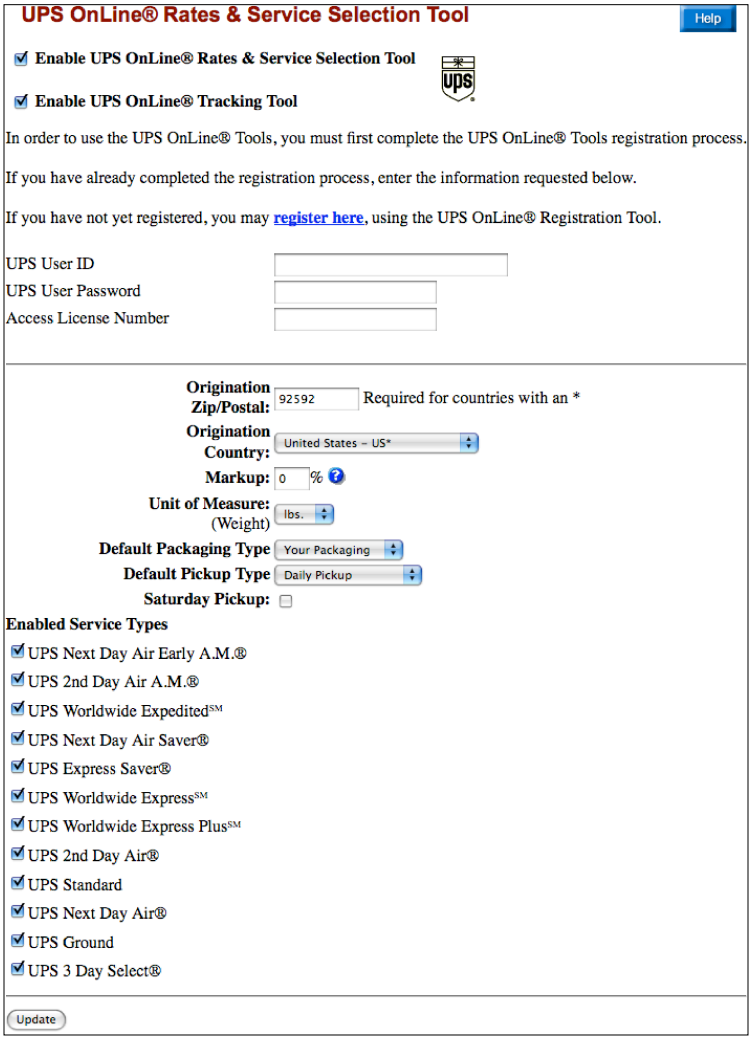


Figure 86. UPS OnLine Rates & Service Selection Tool

Enter your UPS User ID, Password and Access License Number in the appropriate fields. If you do not yet have these entries from UPS, you may need to contact UPS. You can also click the register here link to fill out a registration form which will be sent to UPS by SiteBuilder in order to set up your account, covered later on.

IPostal ZIP codes are required for countries in the drop down menu that are marked with as asterisk. Enter the originating zip code in the appropriate field.

Enter a markup percentage in order to add margin the the actual cost of the shipping. Most shipping involves additional store costs above and beyond the amount that UPS charges. Entering a percentage here will increase the total shipping charges by that amount to provide additional revenue to cover shipping related expenses.

Choose whether you wish to use pounds or kilograms as the unit of measurement for weights. Select the default packaging and pickup types and check if you need a Saturday pickup. These are the default settings but you will still be able to change them as needed while processing shipments.

Select the types of shipping you would like to offer by checking those to include in your site. Unchecked types will not appear.

Click Update to save your changes.

Clicking the register here link will first display the terms of the UPS agreement which you must accept by clicking the Yes, I Agree button at the bottom of the terms document.

The UPS Registration form is shown in Figure 86. Enter the required fields and click Register to send your registration information to UPS. Contact UPS if there is any problem or if you have any specific questions regarding the UPS OnLine service. Fields marked with an asterisk are required information and your registration form cannot be processed if they are left blank.

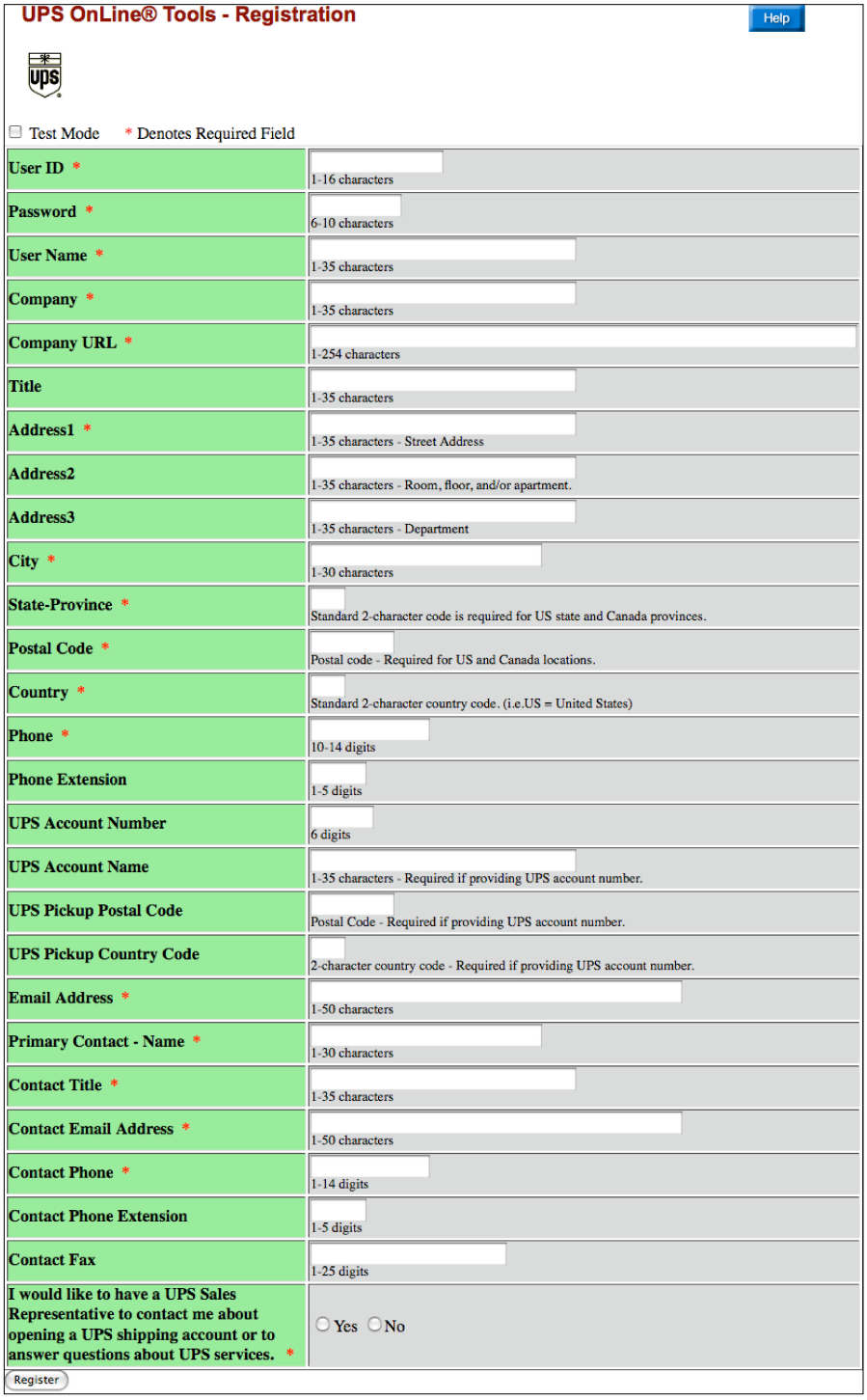


Figure 87. UPS OnLine Tools Registration

In addition to UPS OnLine Tools, SiteBuilder also allows you to use any other method of shipping by creating your own shipper. Creating your own shipping method requires that you name your method and select any markup you would like added to the actual shipping costs. That markup is used to cover any expenses for shipping not already included in the actual shipping cost.

You will then define the individual costs for each step in weight. For example, you may want to enter the costs for each pound of weight from 1 to 20, or, if your items are heavier, you may choose to enter shipping costs in 5 pound increments after you get above a certain weight.

You can also choose to use zip code ranges or not. If your shipping method has significantly different costs depending on the range of zip codes involved, you can create a range of different costs for different weights and for different zip code ranges.

SiteBuilder will refer to all of this information in order to calculate the correct shipping cost for every item you sell. You can set up shipping costs for electronically delivered products in order to offset bandwidth charges for electronic delivery. To create your own shipping, click New Shipper from the Shipping page to see the form shown in Figure 88.

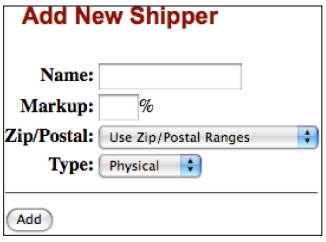


Figure 88. Add New Shipper

Enter a name and markup percentage, choose whether or not you need to specify different costs depending on what zip codes you are shipping to, and choose whether this is a physical or electronic delivery.

If you choose Electronic as the shipper type, SiteBuilder only uses the percentage value to calculate shipping costs and does not offer the option of adding different weight or zip code ranges of costs.

Click Add to add your new shipper. The name of your new shipper will appear underneath the New Shipper link on the Shipping page shown in Figure 85. Next to the name of the new shipper is a Display link which takes you to the list of various weight and zip code range costs as shown in Figure 89. Initially, there aren't any entries in this table until ou enter some of your own.

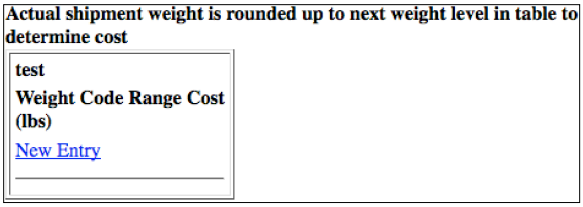


Figure 89. Empty Shipping Table

Click New Entry to begin adding your own shipping cost records. This will display the Add New Shipping Cost Record form shown in Figure 90.

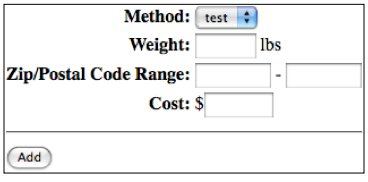


Figure 90. Add New Shipping Cost Record

The name you have given your shipping methods will appear in the Method drop down. Figure 90 shows the shipper we named test. To add a new record, enter the weight, range of zip codes, and actual shipping cost. You can create as many of these records as necessary to cover the range of products weights your store ships and to cover the range of different shipping costs by zip code range. Contact your shipper to obtain these different costs. Like UPS, different shippers can usually provide a detailed chart of weights and zip code ranges which you can replicate into this area of SiteBuilder to obtain accurate shipping costs for virtually any shipper.

Subscriptions

SiteBuilder supports subscriptions which are purchases that either occur on a specific date or reoccur with a certain frequency. These are useful for selling services such as web hosting where your customers are charged for each month of usage, as an example.

The subscription functions in SiteBuilder allow you a great deal of flexibility over this type of purchase Click Subscriptions under Transaction Settings in the SiteBuilder Admin page to vies the Subscriptions list shown in Figure .

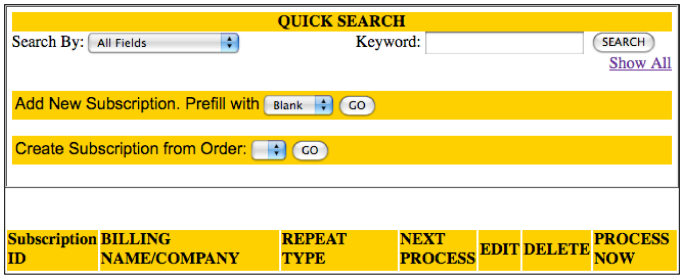


Figure 91. Subscriptions

The top of the list offers a quick search feature to manage large numbers of subscriptions. The interface allows you to search for subscriptions by either searching all available fields for a keyword(s) or you can select specific fields to search to speed the results. If you happen to know the customer's name, for example, you can restrict SiteBuilder's search to the customer name field.

Beneath the search interface is a button for creating a new subscription. A drop-down allows you to prefill the subscription with information from a specific user. If you choose blank from the drop down, the subscription will be completely blank.

Subscriptions are just like other orders that the store processes but they are related connected to triggers that will automatically submit the order according to the settings of the subscription. You can create a subscription from an order. That way, you can offer an initial purchase of a product or service and then the customer can upgrade to a regular subscription later on. Then, you only have to choose the original order and convert it to a subscription.

Each subscription has an ID number, a billing name, the type of repeating schedule, if any, and you are able to edit or delete the subscription and process the subscription. Processing a subscription means that the subscription is checked and if it meets the schedule, is processed.

If you click the Go button nest to add new subscription, pre-fill with Blank, you will see the new subscription form shown in Figure 92 on the next page.

A new subscription contains all the same fields that a regular order does and you can directly edit any of them. The only difference between a subscription and any regular order is the inclusion of settings to make the order recurring at the top of the form.

You will choose the basic subscription as a line item on the order, from your existing product catalog, so you will need to have your subscription items set up as products in your store.

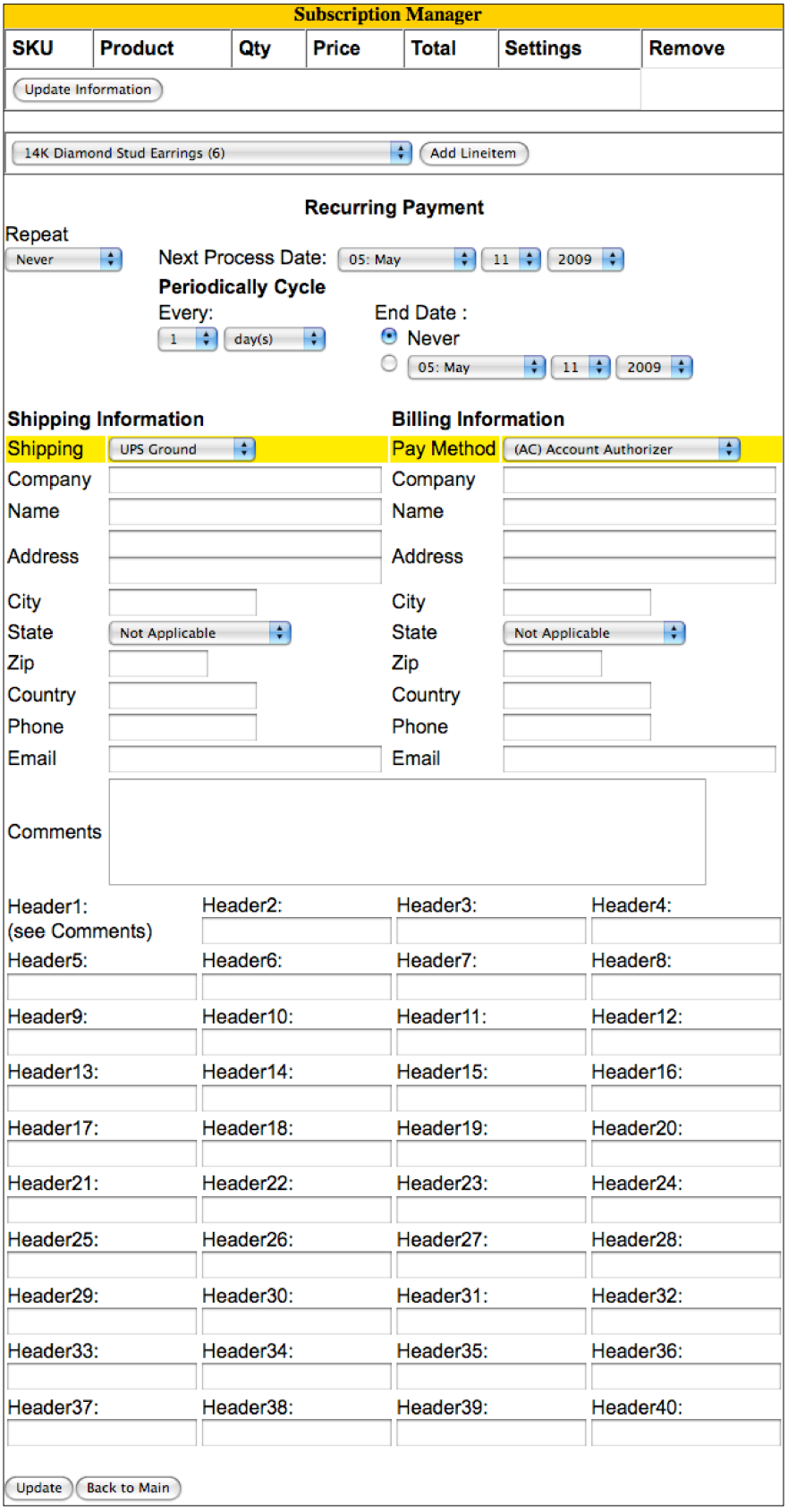


Figure 92. Create New Subscription

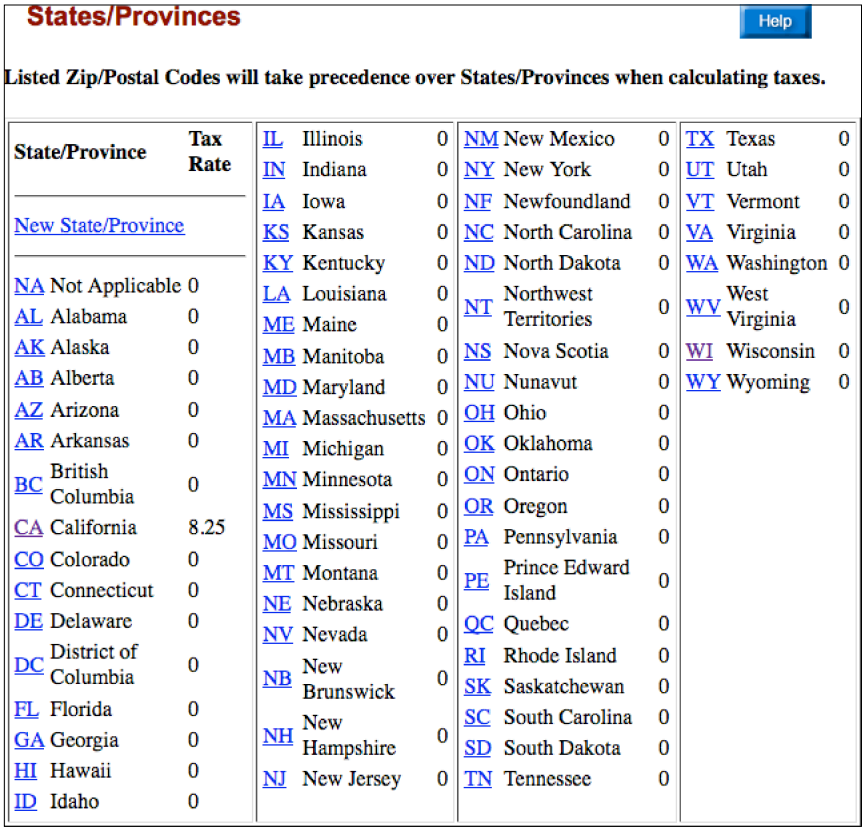
After you have entered all the lines items to the order, you can configure the frequency as anything from daily to annually with specifics for what day to start and end the subscription and you can configure the subscription to be billed manually, in which case, the order will only be billed when you click the Process button in the subscription list. After you have completed the order and subscription details, click Update to save the subscription.

Tax Rates

SiteBuilder supports tax rate calculation and assessment on your site orders by both state/province and also by specific zip code or zip code range. This means that you can charge different rates for individual states and even charge special tax rates within specific zip codes or ranges of zip codes.

This is particularly useful when you're selling goods and services into areas that might have special tex assessments for things such as new stadiums, etc.

To configure your tax rate settings, start by specifying individual state tax rates by clicking States/Provinces under Tax Rates on the SiteBuilder admin interface. This displays the States/Provinces form shown in Figure 93.



States/Provinces Help

Listed Zip/Postal Codes will take precedence over States/Provinces when calculating taxes.

State/Province	Tax Rate
New State/Province	
NA Not Applicable	0
AL Alabama	0
AK Alaska	0
AB Alberta	0
AZ Arizona	0
AR Arkansas	0
BC British Columbia	0
CA California	8.25
CO Colorado	0
CT Connecticut	0
DE Delaware	0
DC District of Columbia	0
FL Florida	0
GA Georgia	0
HI Hawaii	0
ID Idaho	0
IL Illinois	0
IN Indiana	0
IA Iowa	0
KS Kansas	0
KY Kentucky	0
LA Louisiana	0
ME Maine	0
MB Manitoba	0
MD Maryland	0
MA Massachusetts	0
MI Michigan	0
MN Minnesota	0
MS Mississippi	0
MO Missouri	0
MT Montana	0
NE Nebraska	0
NV Nevada	0
NB New Brunswick	0
NH New Hampshire	0
NJ New Jersey	0
NM New Mexico	0
NY New York	0
NF Newfoundland	0
NC North Carolina	0
ND North Dakota	0
NT Northwest Territories	0
NS Nova Scotia	0
NU Nunavut	0
OH Ohio	0
OK Oklahoma	0
ON Ontario	0
OR Oregon	0
PA Pennsylvania	0
PE Prince Edward Island	0
QC Quebec	0
RI Rhode Island	0
SK Saskatchewan	0
SC South Carolina	0
SD South Dakota	0
TN Tennessee	0
TX Texas	0
UT Utah	0
VT Vermont	0
VA Virginia	0
WA Washington	0
WV West Virginia	0
WI Wisconsin	0
WY Wyoming	0

Figure 93. State/Province Tax Rate List

You can add new states and/or provinces by clicking the New State/Province link in the upper left part of the form. This will display the New State/Province form shown in Figure 94, on the next page.

Enter the name of the State or Province, the 2-letter abbreviation used by the post office, a rank and the tax rate for the state or province if applicable. Currently, you typically charge tax for purchases in your home state and not for other states, but keep track of tax law as this may be changing.

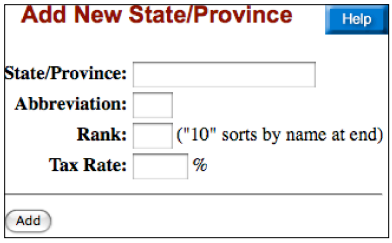


Figure 94. Add New State/Province Tax Rate

Rank allows you to sort the states differently to make maintaining them easier. All records have a default value of 10 which causes them to all be sorted alphabetically. SiteBuilder will sort by rank first, lowest number to highest number, followed by alphabetic sorting for all states or provinces with the same rank.

Click Add to add you state or province, which will return you to the state and province list.

You can edit or delete any existing state or province by clicking its name in the State/Proivince list view. This will display the Edit State/Province form shown in Figure 95.

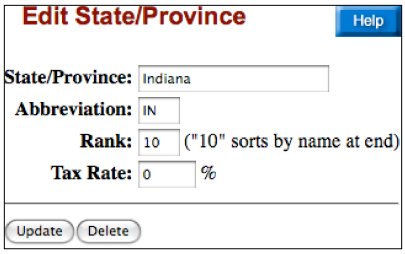


Figure 95. Edit State Province Tax Rate

Edit State Province is identical to Add New State Province, except that it is populated with the information for the state you selected and, in addition to allowing you to update it with any changes you make, you can delete the particular state or province.

After you have configured the basic tax rates for each state and province to which you are selling products, you can also configure any special taxes for special circumstances within particular zip codes or ranges of zip codes.

It is common to have special tax districts with rates different than the state s a whole. You can specify these special areas by clicking Zip/Postal Codes, under Tax Rates in the Admin section of SiteBuilder. This will display the Zip/Postal Codes form shown in Figure 96.

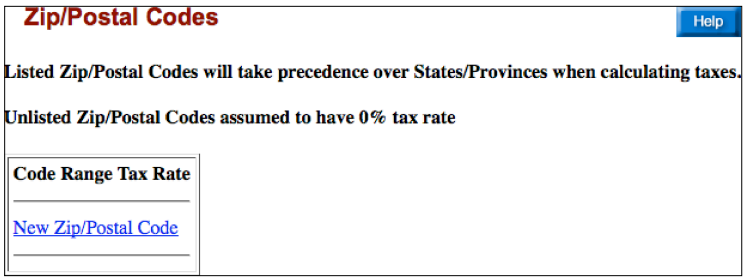


Figure 96. Zip/Postal Code Tax Rates

As is explained in this form, if a tax rate exists for the zip code where you're selling your product, it will take precedence over any state tax rate. These special rates are not added to state rates, so put the entire tax rate for special tax areas into a zip code record.

Create a new zip code based tax rate by clicking the New Zip/Postal Code link to display the New Zip.Postal Code form shown in Figure 97.

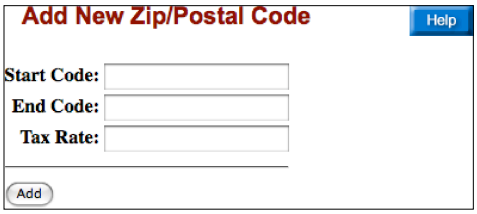


Figure 97. Add New Zip/Postal Code Tax Rate

Enter the starting and ending zip codes for the special tax rate. If you only have a single zip code, make the starting and ending zip code the same. If you have a range of zip codes that skips several, you will need to create several new zip./postal code tax rate records to completely take care of the situation.

Enter the tax rate as a percentage, and then click Add to add your new record. Your new tax records will appear in the Zip/Postal Codes form shown in Figure 96. You can edit Zip/Postal Code records by clicking them in the list view which will display the Edit Zip/Postal Code Tax Rate form shown in Figure 98.

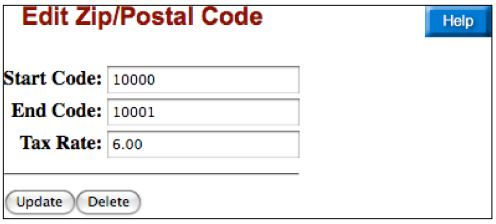


Figure 98. Edit Zip/Postal Code Tax Rate

This form displays the existing zip code based tax rate, allowing you to either change and update it or delete the record. Click Update to save changes or Delete to remove the special tax rate.

View Orders

SiteBuilder provides a portal to allow you to view all order activity in your store. Click View Orders under the SiteBuilder Administration site to display the View Orders panel shown in Figure 99.

Figure 99. View Orders Panel

The View Orders panel features a search interface for finding specific orders. You can search all fields for specific keyword(s), or you can search specific fields. You can also restrict your order search to a range of dates or even a single date.

Beneath the search interface are a list of common reports for viewing certain types of orders. These include All Orders, Today, Testerday, This Month and Last Month. All of these different reports will display a list of orders with the headings shown in Figure 100.

Cart	Customer	Date/Time	Total	AVS	Stat	What
Gross Taxed Revenue: **0**	All Sales Total: **0.00**	Tax Collected: **0.00**				

Figure 100. Empty Order List

As your site receives orders, these reports will fill with orders. You will be able to view order details by clicking the individual orders in the list and the totals at the bottom will be automatically calculated based on the orders currently in the list.

View Activity Log

The View Orders Panel also includes a link to view the order processing activity log for your website. This is a text file that contains important information regarding events occurring during processing of all orders.

It can be extremely helpful to find problems and check status to review the contents of the activity log. Figure 101 shows some sample text from an activity log.

```
06/08/2000   10:38:12   Opening 9604857031757

06/08/2000   10:38:12   status: Approved, authnum:
                        BBA6400B8ED7AA678923F5778729CA87D5FA22A0, response: 0:
                        [ReturnCodeDescription], batchnum: [batchnum], refnum:
                        [refnum], sequencenum: [sequencenum], itemnum: Inter-
                        netCash, address_response: [address_response]

06/08/2000   10:38:12   Order was good, sending email to
                        accounting@yourdomain.com, fulfillment@yourdomain.com.
                        Moving to ../WebMerchant/CompletedOrders/
```

Figure 101. Activity Log Text

Pending Orders

Pending orders shows all orders where there are items in carts which have not yet expired, and that have not yet been purchased.

Step 6: Enter Your Store

The final step is to enter your store and review your work. You should frequently check your store as you work in order to verify your settings and that the store looks and is operating to your satisfaction.

Chapter 4 – WebDNA Programming & Tools

Tools and tips for using WebDNA's powerful internet programming language.

WebDNA version 5.0 offers two new features to assist with programming in the WebDNA language. These features – the WebDNA Lab and the WebDNA Content Management System – are covered in brief in this chapter.

WebDNA Lab

WebDNA includes a powerful tool useful for both learning WebDNA and for building your own sites using the WebDNA scripting & programming language. That tool is the WebDNA Lab. WebDNA Lab is actually a special type of website that allows you to view and edit you database(s), and templates while viewing the results of your changes within a single view, using a web browser.

You begin using a WebDNA Lab by building a WebDNA Lab site. You can have as many WebDNA Lab sites as you wish which makes working on multiple projects easier. On the main WebDNA Welcome page, click WebDNA Lab Builder under Developer Tools. This displays the WebDNA Lab Builder form shown in Figure 102.

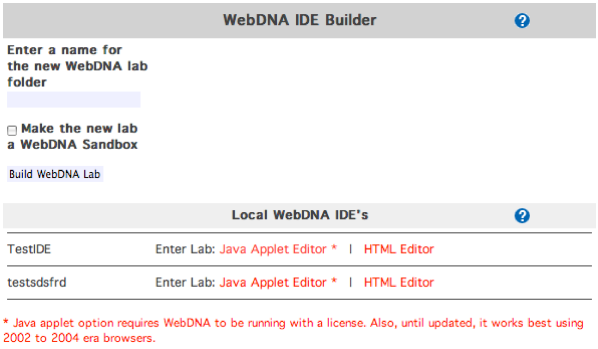


Figure 102. WebDNA Lab Builder

Enter a name for your Lab Builder site and check the box if you wish to make the new site a sandbox site. It's generally a good idea to makes individual sites sandbox sites as this separates users and groups for that site from other sites on your server, making security easier to manage on busier servers.

Here, we've named our site SampleLab, chosen to make the new site a sandbox, and entered the same name for the sandbox ID. Clicking Build WebDNA Lab displays the form shown in Figure 103.

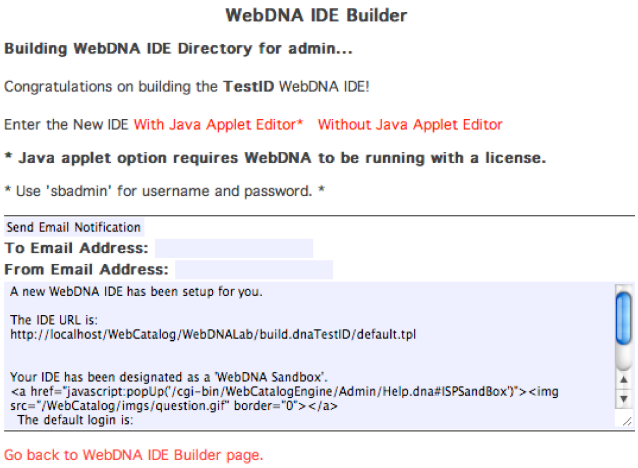


Figure 103. WebDNA Lab Builder Site Created

You can enter a To and From email address to handle any email sent by the WebDNA lab site. The instructions window provides a URL for accessing the WebDNA lab site and provides you with the initial username and password. At the top of the page are links for accessing the WebDNA Lab Builder site with or without using the Java Applet Editor.

The Java Applet Editor

This application provides a simple way to create, edit and view WebDNA templates (or HTML in general). By default, the application is divided into four views: Source window (upper right) Database window (lower right) Preview window (upper left) Chat window (lower left)

The Preview and Chat windows can be 'floated' into separate browser windows. The Source window is considered the main view, and contains the application menu bar. This view also contains the textarea used to edit file content. The Database view is used to edit database files. The Preview window is used to view 'rendered' WebDNA/HTML files. The Chat window contains a java based chat control that enables a lab user to join in live chat sessions with other WebDNA lab users.

The menu bar contains the following...

Edit Menu

Contains all the options needed to load, create, edit, and delete WebDNA/HTML files. It will also display a history of the last eight files opened in the Source window.

Preview Menu

Allows you to load and refresh the contents of the 'Preview' window. The Preview window is also automatically refreshed when a file or database is saved.

Database Menu

Similar to the Edit menu, the Database menu contains the options needed to create, load, delete, and edit databases.

Prefs Menu

Contains misc. configuration options. Also contains a link to the Sandbox Admin templates (if this lab is designated as an ISP Sandbox).

Help Menu

Contains a link to the online WebDNA guide. Also contains links to several WebDNA tutorials.

WebDNA Content Management System

WHAT IS WEBDNA CMS?

WebDNA Enterprise CMS is a client-server solution that will aggregate three well-known patterns: CMS (Content Management System), RCS (Revision Control System), and CVS (Concurrent Versions System). For the WebDNA Enterprise CMS system, the functionality involved with these three different aspects will be inseparable.

Development teams (“workgroups”) are created and individual users gain membership to one or more of these teams. The concept of privilege-based roles applies to team membership, meaning that given a context workgroup, an individual user is assigned one or more roles. Privileges are assigned statically to an individual role.

First, the authentication/privileges mechanism is the functions as the entry point to consuming system functionality. A given user must first authenticate prior to using the system. All content-manipulation/functionality will be initiated and invoked via an intuitive GUI-based client, based on the familiar file-browser “explorer” pattern.

Content Management System Component

The CMS aspect will allow users within a given development workgroup to manage and organize their individual document/project development efforts based on the familiar file/directory-structure paradigm. Depending on the privileges assigned to the user, the user may, for example, create new, move, and delete files and directories (content).

Revision Control System Component

The RCS aspect will track modifications made to content based on the familiar check-out/modify/check-in paradigm. Given that modification history will be persisted, the system will also allow rolling back to previous versions should the need arise.

Concurrent Versions System Component

The CVS aspect is based on exclusive-locks. As such, it will track file-locks and modifications in other workgroup’s work areas so that two users will not be allowed to have the same content (but in a different work area) locked concurrently. All modifications are submitted from a given workgroup’s work area to a staging area, simply referred to as “Staging”. The revision/version in Staging then becomes the master against which potentially disparate versions in other workgroup’s work areas are compared.

Optionally, an admin (workgroup or sysadmin) can specify a structured approval workflow/chain, indicating that various users must flag the request as either approved or denied. In general, a workflow is a map of a set of approval checkpoints. An approval “checkpoint” is simply a combination of a workgroup user and his approval/denial. The actual approval checkpoint map can vary but overall it is a collective indication of whether or not a given submission request gets processed.

USING WEBDNA CMS

Note: There is a right-button context menu that works in both the tree view and list view. For MAC users with only one button, there is a 'menu' icon in the list view that pops up the same thing.

User Types

There are five 'roles' users can assume:

WGadmin

This privilege provides administrative privileges for a given workgroup.

Editor

This privilege can edit content of a given workgroup, but you cannot create new content or delete content.

Author

This privilege can edit, create, or delete content in a given workgroup.

Viewer

This privilege has read only access.

Unauthorized

This privilege provides no access. It is useful for disabling access for a user who should not be fully deleted from the system.

Every user can see the WorkGroup Admin tab. This is done to allow users to see who belongs to a given workgroup. However, only a WGAdmin for that particular workgroup can change the settings for users.

Approval Groups

The WGAdmin for a particular workgroup can establish the approval groups. Once a approval group is created, the staging admin can then 'attach' an approval group to any particular asset within staging's files or folders. Any time an asset is checked in, the check in process searches recursively from that 'leaf' asset up the hierarchy until it finds an approval group.

For example: If you want one approval group for all of staging, you attach it to the root staging folder. If you want a particular subfolder to have a different approval group, you attach it to that subfolder. Setting a different approval group for a subfolder will allow the recursive search to be encountered first before any approval group 'above' it.

If you have an approval group assigned to a folder, and you have one file that you DO NOT want any approval required ... create an 'empty' approval group and attach it to that one file. It will be encountered first before the approval group attached to the folder containing the file.

Staging Content

The 'staging' workgroup is the repository for all file change history. If you add new files or folders in your respective workgroups, they have to be 'checked-in' to become part of the staging repository. Likewise, if you delete a file or folder, it needs to be checked-in for that change to affect staging. If there is an approval workflow defined, the deletion has to be approved before it is applied.

Deploying Content

There is a 'deploy' action under the Workgroup Admin tab, which launches a separate dialog window for specifying a local production deployment path relative to the file path of the staging folder for that CMS instance. Using the relative path option allows the user to select any local path to copy the staging files to. Once this option is executed, the deployed files will be listed. Since deploying folder and files to production could be local or remote operations, or involve any number of 'custom' issues for a given customer, this one template will be unencrypted so the user can create their own custom WebDNA to automate the deployment from the staging area into production. Note: When deploying files to a production environment, it is necessary to flush the databases in the production environment prior to migrating the staged files. This will prevent databases that are cached in memory from overwriting newly migrated databases.

Uploading Multiple Files

There is a mechanism to "add a file" and to "upload" a file over an existing file (if it is already checked out). For 'bulk' uploads of numerous files, there is an 'upload' folder under the CMS instance directory where a user can perform bulk FTPs of files. After the bulk upload, the user can use the "upload files" action, which will then import all of the files from that folder into the CMS system.

Note For Uploading Binary Files Binary files are editable in the CMS, but will be treated as ASCII-type in the editor. The only way to update or get new versions of a binary file is to check out the file from Staging and then right-mouse click to use the Upload function. This function will update and replace the file in the CMS instance (if it has been checked out), so that the most recent version can be checked back in to Staging.

Appendices

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- Direct email to info@webdna.us

Glossary

Command – WebDNA commands direct WebDNA to perform various functions. They are sent directly to the application via URL's. WebDNA commands are embedded in a URL and give an explicit context to a particular template being displayed.

Context – WebDNA contexts enclose a block of text and require a beginning and ending tag. Like HTML enclosing tags, the ending WebDNA context tag is specified with the name of the context preceded by a forward slash "/". Like WebDNA tags, contexts are enclosed in square brackets rather than angle brackets as well.

HTML Form – HTML forms are the standard means for having a visitor send information to a web server. All the data contained in a form, both hidden data and data entered by the visitor, is bundled up and sent to WebDNA via the web server. An HTML form is simply a collection of <input> fields with an associated name/value pair. The form's data is sent to the server in a manner similar to the name/value pairs used to specify WebDNA parameters.

Internet Storefront – See *web store*.

Store – See *web store*.

IntranetBuilder – IntranetBuilder is an open set of WebDNA templates that allow you to create as many eCommerce sites as your web server will allow.

Storefront – See *web store*.

Tag – A WebDNA tag is just like an HTML tag with one major exception: It never "exists" as far as a browser is concerned. Instead, it is replaced by text (any valid HTML) on the server by WebDNA before being sent to the browser. Think of WebDNA tags as server tags, and HTML tags as browser (client-side) tags.

Template – A predefined web page which can control page layout (i.e., text fonts, colors, page design, colors and graphics), as well as functionality (e.g., emailer form, product order form, customer login page, etc.).

Trigger – *In WebDNA, a trigger provides a mechanism for doing something on a regular timed basis, or when a certain action occurs.*

Web – (a.k.a., the World Wide Web or WWW) an Internet feature housing web sites and their corresponding web pages from Internet sites all over the world.

WebDNA (the product line) – WebDNA products are applications that work with your existing web server allowing you to design a web store with all the features found in the leading sites.

WebDNA (the language) – WebDNA is a scripting language for creating Web sites. It adds functionality to a web server, and is used to tell WebDNA what to do. WebDNA exists in HTML files on your server or within URL's sent by your browser.

WebMerchant – WebMerchant is a sophisticated program, effortlessly handling the automated payment processing capabilities of CyberCash, ICVerify. MacAuthorize, and other payment systems.

Web Store – An eCommerce catalog used to advertise products and services through the World Wide Web portion of the Internet (a.k.a., store, storefront).