The Guide

To the VP-ASP Shopping Cart Software

Skeleton Summary
This manual is designed to give a summary of the look and feel of the manual. Most inforation has been removed

Version 1.0

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Written by Howard Kadetz

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The Guide to VP-ASP Shopping Cart Software
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1.1 Volume 2 - Add-ons

Two additional Volumes are free. They can be downloaded after your purchase the Guide to the VP-ASP Shopping Cart Software.

Volume 2 covers the VP-ASP add-ons:

FedEx Real-time
Pin Numbers
Gift Registry
Rewards
Recurring Billing

1.2 Volume 3 - Database

Volume 3 is also free. It covers the individual database tables and fields.

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Tell us What you think

As the reader of this book, you are the most important critic. We value your opinion and want to know what we are doing right and what we can do better.

You can fax or email your comments and suggestions.

Please note that we cannot help you with technical problems related to the VP-ASP software. Technical problems related to the VP-ASP software itself should be addressed directly to the support staff at www.vpasp.com

When you write, please include the book's title, date of publication.

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2 Shopping Cart Summary

The VP-ASP shopping Cart is an ideal solution to any ecommerce requirement. It provides hundreds of facilities for displaying products, taking orders, taking payments and includes extensive merchant administration tools and reports.

With hundreds of features the developer and merchant can control the flow and look and feel of VP-ASP.

The flexibility and facilities of VP-ASP can make it complex to understand initially. This guide is designed to walk you through the facilities of VP-ASP as a merchant, as a developer and as programmer.

Although VP-ASP comes as open source code, most shops will not need to view or alter any underlying code. But where code changes may be needed, this guide will point to specific programs and techniques.

2.1 How to Read this manual

The following symbols and colors are used throughout the manual

2.1.1 Shop Configuration Values

When you see a table with this color, a reference is being made to a shop configuration value, which needs to be set.

Xemail	**myemail@mysite.com**	**You email address to receive order confirmations**

2.2 Programming Techniques

The table below tells you that the information is aimed primarily at programmers who want to understand or change the shopping cart source code.

PROGRAMMING NOTE
Programming Examples

2.3 Hidden Knowledge

Hidden Knowledge

This symbol gives you some insight into some VP-ASP trivia.

2.4 Shopping Cart Versions

This manual is based on VP-ASP Shopping Cart 6.07 and 6.08. Many of the concepts and techniques apply to previous versions.

3 Shop Configuration

The Shop Configuration is a set of values that control how the shopping cart reacts to certain events. It is a browser based facility, protected by passwords. It has two purposes.

- The main purpose is to prevent the need to write site specific ASP programming to control tasks such as taxes and shipping costs. There are over 400 such Shop Configuration values.
- The second purpose is to control the programming logic. The idea is to eliminate the need to change the actual programs to achieve site-specific goals. For example you may want people to login before shopping or you may want country not be a required customer detail.

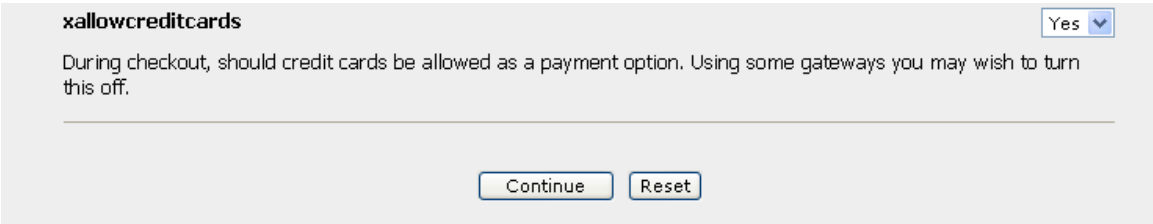
3.1 Merchant use of the Configuration

The Shop configuration is a set of names and values and these are stored in the configuration table. For example **xemail** is the name of the shop configuration field and your email address is the value. In the second example **xallowcoupons** is the name and Yes is the value.

Name	Value	Description
Xemail	myemail@mysite,com	You email address to receive order confirmations
Xallowcoupons	Yes	Yes, means you want to use coupons in your shop

3.2 Searching

With over 400 different configuration values, the easiest way to find the one you want is to enter the name in the search box. Enter **xallowcreditcards** into the search box will result in:

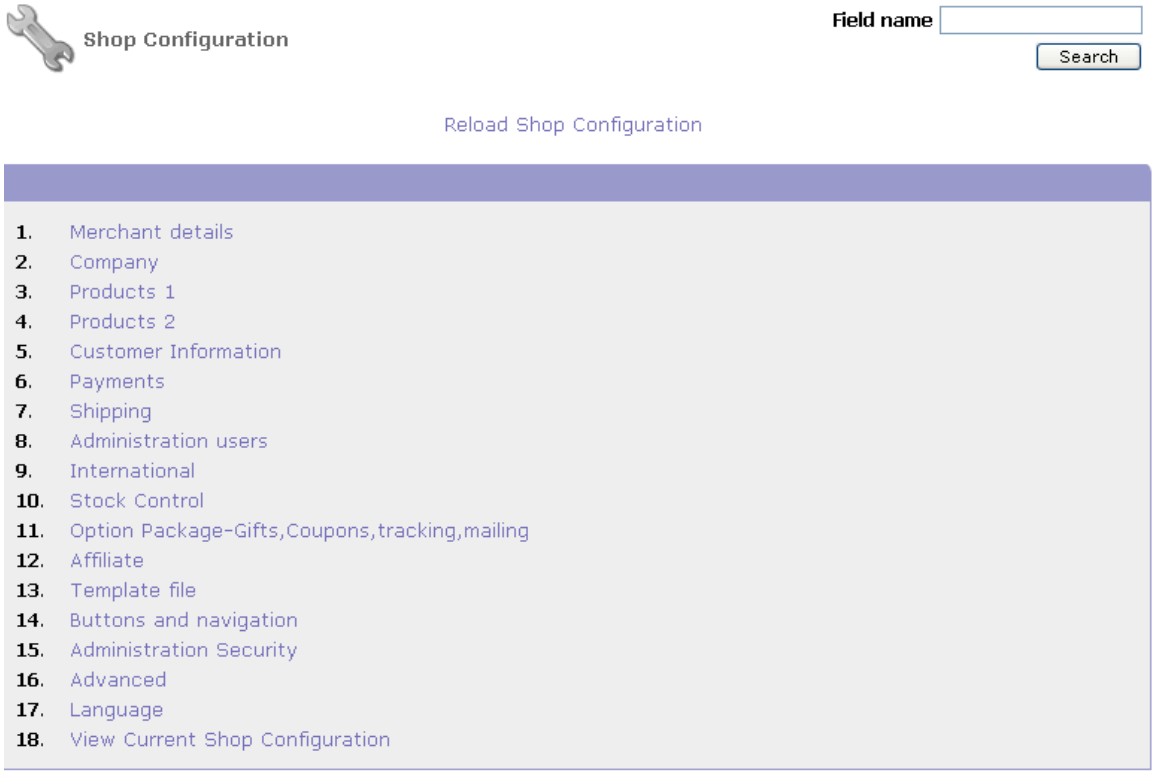


Change the value to Yes by using the clicking on the down arrow next to the no. After changing the value, click the CONTINUE button.

Two things have happened. The database configuration table has been changed permanently. The new value has been loaded into memory. So that all customers referencing your shop from this time, will now use the new configuration value.

3.3 How do I change a Configuration Value

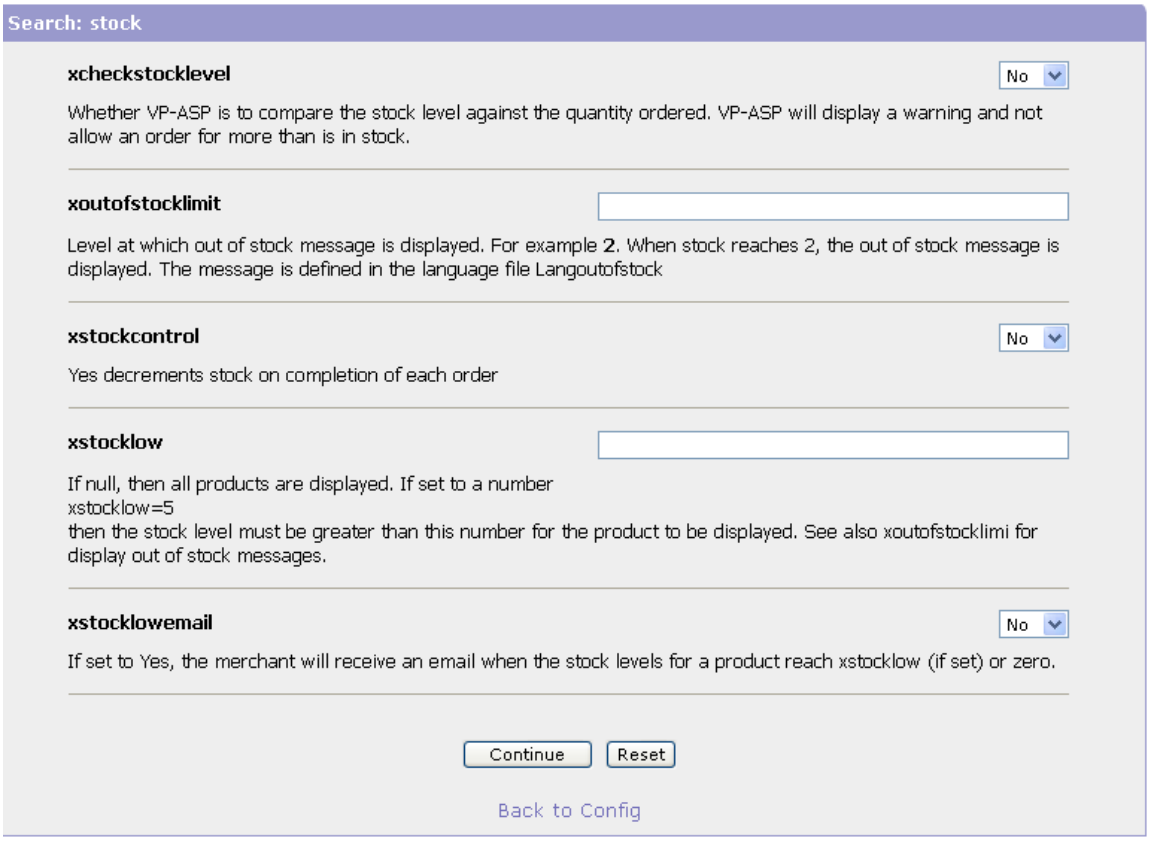
First, login to the Shop Administration. Then select **Setup**. The following menu will be displayed.



3.4 Display

Sometimes you are unsure which configuration value you want to change. You can enter partial names such as STOCK into the search box.

The resulting display will show you all Configuration values that have the word STOCK someplace in the field name.



3.5 Programming and Configuration

PROGRAMMING NOTE
Programming Examples

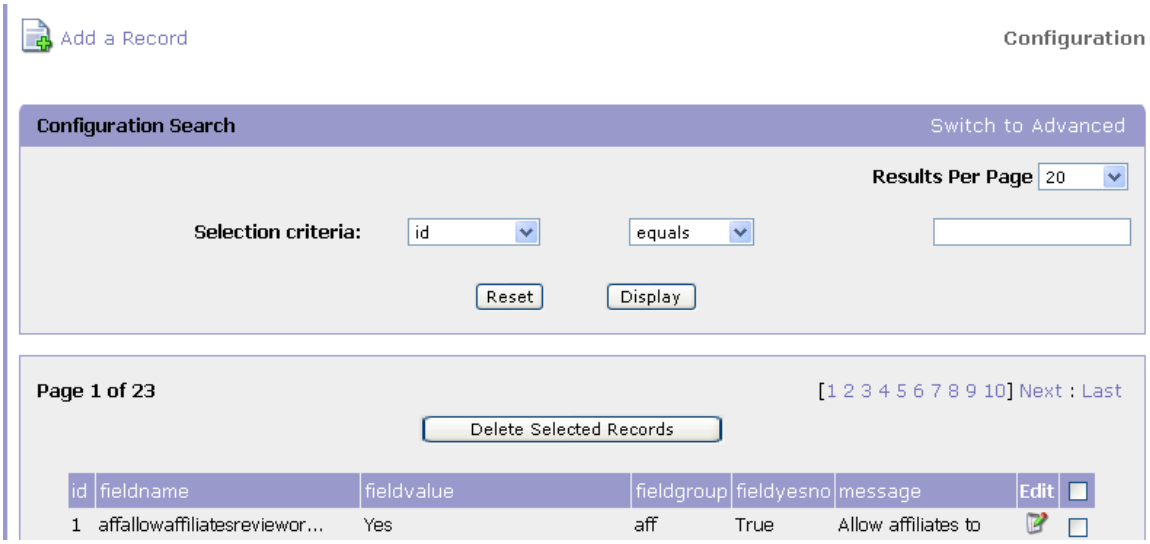
You can use the VP-ASP configuration system for your own programming. You can add configuration fields to the configuration table. This is an advanced facility and not needed by most merchants.

Suppose you want to add a new configuration value called **Xmyswitch**. It is going to be a Yes/No value.

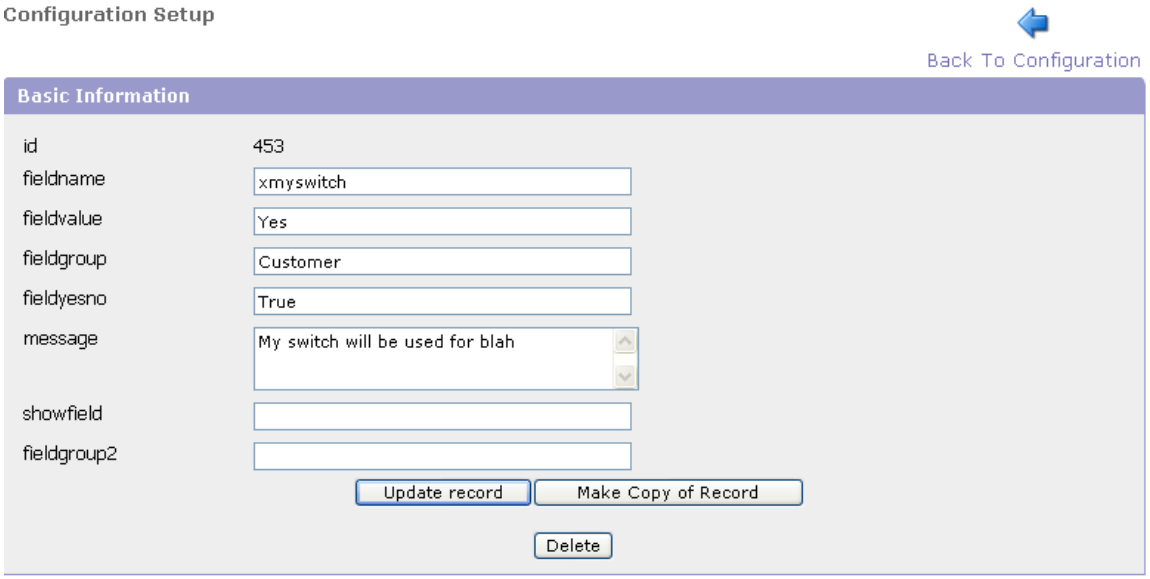
To create your own configuration values, you need to

- Add a new value to the configuration table
- Reload the shop configuration so that the values are read from the configuration table and loaded into memory

Adding a new record the Configuration table. Go To Everyday Tasks/ Edit Tables and select the configuration table. You will now see the normal VP-ASP edit/display menu



Click **ADD A RECORD** to see the add a record menu below



Fieldname	**The new configuration name you wish to create. In this example**
Fieldvalue	**Yes or No. The Yes and No are case sensitive and MUST be Yes or No**
Fieldgroup	**The Configuration table is arbitrarily divided into groups. These groups are used to display the main Shop Configuration menu. The groups are: Advanced, aff (for affiliates), buttons, customer, int (for international)**

	Main, merchant, option, payment, products, products1,security, shipping, stock
Fieldyesno	**Is this field going to hold only a Yes/No answer? If it is a yes/no field specify TRUE otherwise specify False**
Message	**Use to reminder you want this configuration option actually does**

Once you have entered the values and click ADD A RECORD, a similar but different menu appears. This new menu allows you to make changes to what you have just entered, delete the record or add another record.

3.5.1 Finish Adding a Configuration Option

The configuration option is now in the table but it has not yet been loaded into memory Select Setup and then Reload Shop Configuration.

From this menu click **Reload Shop Configuration**. This reads in the configuration table and changes the in memory copy. Because your configuration entry xmyswitch is now part of the configuration table, it is loaded into memory.

3.6 Referencing Configuration Values

PROGRAMMING NOTE
Programming Examples

To reference a configuration value within an ASP program can MUST be done using the Getconfig function call as shown below. To retrieve the xemail configuration value, which represents the merchant's email address, code the following.

```
<%
myswitch=getconfig("xmyswitch")
If myswitch="Yes" then
  Do something
Else
  Do other thing
End if
%>
```

The Getconfig is a subroutine which retrieves an application variable.

3.7 Application variables

The Configuration values are loaded into memory when the shop is running. This loading occurs automatically the first time the database is opened. The names and values are

stored in ASP application variables. Application variables are global in nature. This means that every one of the many possible customers using the shop all reference the same values. There is therefore only one copy of an application variable regardless of the number of different browser sessions referencing the shop.

There is one disadvantage to this application variable facility when using MULTIPLE sites on the same domain. For example if your production store is referenced as www.mygreatestore.com/shop and a test version of the store on the same domain as www.mygreatstore.com/test.

If there is a test shop and a production shop both on the same domain.

From the native VP-ASP point of view there are two separate Shop Configuration tables (assuming you are using a test database also) but from an native ASP point of view there is only one set of Application variables. The result is that if you change a value in your test environment, it will automatically change in the production environment.

To handle this situation, VP-ASP allows you to separate the application variables using a value in the file shop$config.asp

```
Const xshopid="shop600"
```

By having a unique value of the xshopid for your test and production store, the application variables will not interfere with each other. So in your test store you should set a value such as

```
Const xshopid="test600"
```

3.8 Configuration Summary

See end of book for a complete set of configuration values

3.9 Program files

PROGRAMMING NOTE
Programming Examples

Shopsess.asp	**Subroutine getsess and setsess**
Shopinitapplication.asp	**Sets up application variables and has getconfig and setconfig**
Shop$db.asp	**Main set of subroutines for VP-ASP**

4 Databases

The database holds product details, customer details, orders, affiliates and much more. The database consists of a number of tables. The VP-ASP administration system is the primary means of adding, updating and deleting entries from these tables.

4.1 Database Types

Three types of databases are supported: Microsoft Access, Microsoft SQL Server, and MYSQL. Not all versions of VP-ASP support all databases.

VP-ASP Version	**Database supported**
Windows	Access, SQL Server and MYSQL
Unix	MYSQL

5 Templates

Templates are designed to format products, categories and email messages without the need to know ASP programming. Some templates are plain text and some have HTML formatting.

Customer Email: [oemail]

A template consists of normal text words such as “Customer Email” and special controls surrounded by brackets [oemail]. The name in brackets is normally a field name in a database table where you want VP-ASP to substitute the correct name. In this case **oemail** is the field name in the orders table that holds the customer’s email address.

5.1 Where used

There are many templates because the shopping cart uses them in a variety of situations. Many but not all template file names can be changed using the shop configuration. The table below lists the filename, the shop configuration value and a brief description of where the template is used.

Filename	Configuration	Where used
tmp_affiliate.txt	afftemplateaffiliate	Used as the mailing template for the affiliate on registration.
tmp_affmerchant.htm		Sample only
tmp_affmerchant.txt	afftemplateMerchant	Used as the mailing template for the merchant to be notified on a new registration.
tmp_afforderdetails.txt	affmailorderdetails	Used when mailing an affiliate when an order is received.
tmp_affordername.txt	affmailordername	Used when sending details to affiliate after an order has been received.
tmp_billemail.txt	xbilltemplate	Used to generate billing e-mails
tmp_categorytemplate.htm	xcategorydisplaytemplate	Used to format categories
tmp_content.htm		Content formatting
tmp_customeremail.txt	xcustomeremail	Used when emailing customers using template emails
tmp_customerprocessed.txt	xmailprocessedtemplate	Used to mail to customer on order processed.
tmp_emaillist.txt	xstatichtmltemplate	Not a template but a list of email addresses to send on order completion
tmp_frontpage.htm		Front page product formatting of products
tmp_generate.htm	xstatichtmltemplate	Used when generating static HTML of the products.
Tmp_generateheader.htm		Used in static HTML generation of

		product header
Tmp_generatetrailer,htm		Used in static HTML generation of product trailer
tmp_gift.txt	xgifttemplate	Used to send to the person receiving the gift certificate.
tmp_giftregcreate.txt		Gift Registry customer email
tmp_giftregcustomer,txt		Mail to gift registry creator on gift registry purchase
tmp_giftregmerchant.txt		Mail to merchant on gift registry creation
tmp_giftregthanks.txt		Email to customer after purchase from gift registry
tmp_giftregregistrant.txt		Mail to creator of gift registry
tmp_merchantemail.htm		Sample only
tmp_merchantemail.txt	xmerchantemail	Used to email merchant at the completion of the order. Requires the Option Package.
tmp_merchantemail.txt	xmerchantemail	Used to email merchant at the completion of the order. Requires the Option Package.
tmp_mycompany.txt		Unused. Sample only
tmp_oitems.txt	xoitemstemplate	Used to format the order items if using mailing by templates
tmp_pincustomer.txt	xpincustomertemplate	Used when mailing a pin number to a customer.
tmp_pinorderfail.txt	xpinorderfailtemplate	Use with Pin Number when pin numbers are depleted.
tmp_pinproduct.txt	xpinproducttemplate	Used to create the pin number message to the customer
tmp_pointsredeemcoupon.txt	xpointsredeemtemplatecoupon	Used to send to a customer if points are redeemed for a coupon.
tmp_pointsredeemgift.txt	xpointsredeemtemplategift	Used to send to a customer if points are redeemed for a gift certificate.
tmp_product.htm	xproducttemplate	Used when generating extended description page for a product.
tmp_product.txt		Unused. Example only.
tmp_productformat.htm	xproductdisplaytemplate	Used when displaying products using a template.
tmp_productformatinvent.htm	xproductdisplaytemplateinvent	Used when generating extended description page for a product that has child products.
tmp_productinvent.htm	xproducttemplateinvent	Used when generating extended description page for a product with child products.
tmp_productoffer.htm	xproductoffertemplate	Used for "make an offer"
tmp_productquestion.htm	xproductquestiontemplate	Used to display product for “ask a question”.

tmp_project.txt	xprojecttemplate	Used if you want to mail project records to customers. It is not automatically used by VP-ASP and is provided as a sample only.
tmp_rating.txt	xratingtemplate	Used to send to the merchant. See xratingmailtomerchant.
tmp_supplieremail.txt	xsupplieremail	Used when mailing suppliers
tmp_suppliermerchant.txt	xsupplierregistermerchant	Used to send a confirmation to the merchant on supplier registration.
tmp_supplierregister.txt	xsupplierregistertemplate	Used to send to the supplier on registering.
tmp_trackingcustomer.txt	xtrackingcustomertemplate	Used when the customer makes a tracking request.
tmp_trackingmerchant.txt	xtrackingmerchanttemplate	Used when merchant replies to a tracking message.
tmp_trackingmessage.txt	xtrackingmessagetemplate	Used to create message details tracking message is created

5.2 Template Restrictions

5.3 How Templates Work

5.4 Template Keywords

6 Look and Feel

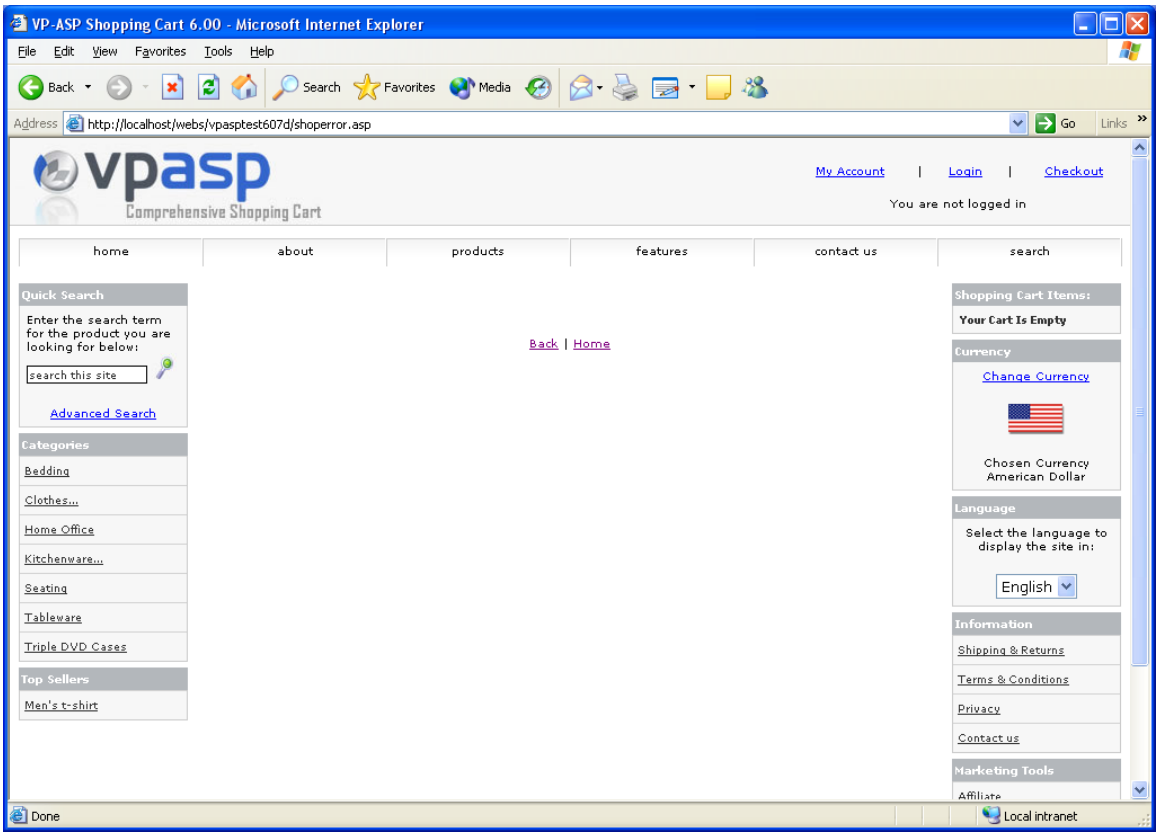
VP-ASP was designed so that most pages have a consistent look and feel. To achieve this certain files in plain HTML are included. These are designed to be changed by you to meet your specific design requirements.

6.1 Look and Feel Files

Shoppage_header.htm	Used to display top and left side navigation
Shoppage_trailer.htm	Display bottom and right side navigation
Shopadmin_header.htm	Administration page header
Shopadmin_trailer.htm	Administration trailer
Shop_printheader.htm	Used for prints to remove most HTML navigation
Shop_printtrailer.htm	Used for Prints

6.2 Default look and feel

The supplied look and feel is shown below. You can use this as supplied, totally replace shoppage_header.htm and shoppage_trailer.htm or modify it to suit your individual sites. These files are plain HTML but also include calls to program functions and or hyperlinks to VP-ASP facilities.



7 Hyperlink Interfaces

7.1 Look and Feel Hyperlinks

The shopping cart allows you to use you own static HTML pages and directly link to some VP-ASP facilities' For example the links include:

- Display one or more products
- Display categories or subcategories
- Login
- Associate an order with an affiliate
- Use shopping cart search facility
- Search for a specific product
- Add to cart an item that is not in the cart
- Do a project payment
- Tell A friend
- Read reviews
- Write a review
- Link directly with a coupon name
- View the contents of the cart
- Check out
- Display different site contents

7.2 HTML hyperlink format

A hyperlink provides a link from one page on your site to another page on the same site or a link to a totally different site. The format is

```
<a href="shopdisplaycategories.asp">Display all categories</a>
```

A link can include an image instead of text.

```
<a href="shopdisplaycategories.asp"> <img src="images/myimage.gif"></a>
```

7.3 Displaying a Specific product - Shopquery

There are two ways to display a specific product or products. In the examples below we are showing only the file name and any parameters. They need to be placed into the proper HTML.

Shopquery.asp allows you to select any field in the product table. Mfg in the examples is only one example.

```
<a href="shopquery.asp?mfg=abc">Display ABC products</a>
```

It is designed so that you can select and field in the product table and display products based on that field value. In the example above, all products that have “ABC” in the mfg field of the products table will be displaced.

```
<a href="shopquery.asp?mfg=abc&cprice=100">Display abc products under $100</a>
```

This displays all ABC products under $100

```
<a href="shopquery.asp?lowprice=10&cprice=100">products in a price range</a>
```

Lowprice is a special keyword. The above query displays all products with a price from 10 to 100.

7.4 Shopquery using a form

7.5 Add an Item to the cart

7.6 One product detail

7.7 Tell a Friend

7.8 List Reviews

7.9 Write a review

7.10 Display all products in a category or subcategory

7.11 Display all products

7.12 Display all categories

7.13 Search for products

7.14 Affiliate Administration

7.15 Coupon Entry

7.16 Affiliate link

7.17 Logon or Register

7.18 Buy a gift Certificate

7.19 Add an item to the cart - not in the database

7.20 Forgotten Password

7.21 Site Content

7.22 Contact Form

7.23 Currency

PROGRAMMING NOTE
Programming Examples

programs	**Each of the programs listed in this section are used**
Shopmail.asp	**Mailing interfaces**
Shopmailformattemplate.asp	**Mail formatting using templates**
Shopfileio.asp	**Template parsing**

8 Taxes

The shopping cart supports most common types of tax calculation and also includes a number of unique calculation techniques. Taxes can be added to the product total or can be included in the price and simply displayed for information purposes. Tax calculations include:

Specific products can be excluded from tax calculations.

Taxes can include shipping costs or shipping can be excluded from the tax calculation.

The tax calculations are set-up by altering certain shop configuration values.

8.1 Tax Calculations

Tax by state
Tax by Country
Tax by zip code
EU VAT calculations and exemptions
Canadian HSP and PST
Australian GST

8.2 Shop Configuration Values.

8.3 Tax by State

8.3.1 Tax by state Configuration values

8.4 Tax by Country

8.5 Tax by Product

8.6 Tax by EU

8.7 Tax included in Price

8.8 Excluding Products from tax

8.9 Tax by zip code

PROGRAMMING NOTE
Programming Examples

Shoptax.asp	**Does all tax calculations except special add-ons for Australian GST and Canadian taxes which replace this file**

9 Discounts

VP-ASP allows the merchant to offer numerous methods of providing discounts to customers. The methods include:

- Customer specific discounts
- Customer based pricing by lookup
- Customer based pricing by customer type
- Discount Coupons
- Quantity price lookup
- Coupons
- Discount based on total order amount
- Buy one get one free

9.1 Configuration options for discounts

Xproductgroupdiscount	**Yes**	**Used for quantity based pricing. Allows different products to be grouped together to total the discount before lookup is done**
Xdiscountlimit		**Numbers in the form 100, 200,1000 determine the limits for discounts by total order amount**
Xdiscountamount		**Decimal numbers in the form .10;.20;30 that match the xdiscount limit. This says give a 20% discount if the order amount is 200 or more up to 9999 and 30% for 1000 and over**
Xquantityprices	**Yes**	**Turns on Quantity price lookup**
Xcartspecialhandling	**Yes**	**Turns on buy one get one free logic**
Xcartspecialhandlingfield		**When using "buy one get one free", this is the normally unused field in the products table to find which product is to be given free and under what circumstances. It can be two forms. 1 A simple number such as 1 says if they buy 1 give one free 6 means if they buy six, give them one free The second form is 1,23 This means if they buy one, give them product with cataloged 23 free 6,77 Means if they buy 6, gives them product 77 free**
Xallowcoupouns	**Yes**	**Turns on coupon handling**
Xcustomerprices	**Yes**	**Turns on customer based pricing**
Xcustomerpriceidentifier		**A field name in the customer record where the customer type is entered. Normally custother1 is used**
Xcustomerpricetypes		**List of customer types such as: Wholesale, friend reseller**
Xcustomerpricefields		**A list of fields in the product record. They match in the same order the xcustomerpricetypes list. For example Price2,price3,pother1 Find the price for wholesale customers in the price2 field. Find the price for friends in the price3 field. Find the price for resellers in the pother1 field**

9.2 Customer specific discount

9.3 Customer Based Pricing

9.4 Quantity Discounts

9.5 Price Range Discounts

9.6 Coupons

9.7 Discounts Programming

PROGRAMMING NOTE
Programming Examples

Shopcoupon.asp	**File used to control almost all the logic for coupons**
Shopuserprice.asp	**Used to handle quantity based discounts**
Shopcustomerprice.asp	**Used to do customer based pricing**
Shopdiscount.asp	**Used for specific customer discount and Discount by price range**

10 Shipping and Handling

The shopping cart has a wide variety of shipping calculations. These included simple lookup to real-time shipping calculations. A summary of the shipping calculations available is listed below.

10.1 Shipping Calculations

This list represents the different types of shipping calculations built into VP-ASP Shopping Cart. Some require that you change some shop Configuration values and add records to the table **shipmethods**.

Australia Post real-time	Connects directly to Australia Post
Canada Post real-time	Connect directly to Canada Post
FedEx database lookup	Lookup of FedEx Rates stored in a table
FedEx Real time	Connects directly to FedEx to get shipping costs
Fixed	Specify a fixed amount
Intershipper	Connects to third party shipping calculator
Lookup	Simple table lookup
Message	Display a message to customer
Other	Your own written shipping calculation
Price Range	Lookup based on amount being ordered
PricePercent	Calculate shipping based on the amount ordered
Product	Each product can have their own defined shipping cost
Quantity	Calculates shipping but number of items ordered
Quantity Range	Lookup based on quantity ordered
UPS database lookup	Lookup of UPS rates stored in a table
UPS real time	Connects directly to UPS to get shipping cost
USPS Real-time	Connect directly to United States Postal Service
Weight	Lookup based on total weight
Weight Range	Lookup base on weight being ordered

10.2 Shipping Facilities

The facilities of the shipping calculations include:

- Numerous shipping calculation
- Shipping by country
- Free shipping when orders exceed a certain amount
- Shipping free products
- Shipping message where a message is displayed and no shipping calculation is done
- Delivery address shipping. Shipping calculations based on delivery address.
- Package splitting. Where parcels exceed a certain amount, they can be automatically split into smaller parcels.
- Feature Weights. Add the feature-selected weight to the main product weight to obtain a new total.

Not all shipping calculations support every combination of the above.

Custom shipping programs can be added to the shopping cart. An example is described later in this section.

10.3 Australia Post real-time

10.3.1 Australia post configuration file

10.4 Canada Post real-time

10.5 FedEx Database Lookup

10.6 FedEx Real-time

10.7 Intershipper Real-time

10.8 Lookup

10.8.1 Lookup Shop Configuration

10.8.2 Lookup Shipmethods table

10.9 Message

10.10 Other

10.11 Price Range

10.11.1 Price Range Example

10.12 Product

10.13 Quantity

10.14 Quantity Range

10.15 Weight

10.16 Weight Range

10.17 USPS Real-time

10.18 Feature Weights

10.19 Free Shipping

10.20 Shopaddtocartnodb and shipping

10.21 Weight Units

10.22 UPS Real-time

10.22.1 UPS Set-up

10.22.2 UPS Configuration.

10.23 UPS database lookup

10.24 Handling Costs

10.25 Shipping Programs

PROGRAMMING NOTE
Programming Examples

10.25.1 Shipping Session Variables

The shipping calculations, regardless of how they are calculated, simple set three session variables.

Smprice	The actual shipping cost. Cannot have currency symbol.
Shipmethod	The name of shipping method to appear in the order

Shipmessage	A message to appear in the order. Normally not used

To set the values, the coding is as follows:

```
Setsess “smprice”,25.00
Setsess “sshipmethod”,”My shipping method”
```

10.26 Creating your own Shipping Program

PROGRAMMING NOTE
Programming Examples

It is possible to write your own shipping routine and not use the supplied VP-ASP version. The technique involves writing your own ASP program and adding a record to the shipmethods table, other shipping method and placing your filename. VP-ASP is designed to go to the filename specified if that shipping method is selected. The code then does whatever calculation it needs to be done and sets the two session variable, smprice and shipmethod as defined above.
The above code will not work on split products database since the shipmethods table and products table would be in separate databases.

11 Gift Certificates

Gift Certificates work very much like real physical store certificates. One customer will purchase a gift certificate for a certain amount of money and give that certificate to another person. That recipient of the gift certificate comes back to your store at some later time and uses the gift to pay for the goods being purchased.

11.1 Gift Certificate attributes

Gift certificates have all these attributes.

- Created when a customer purchases a gift certificate from the Internet shop
- Merchant can limit amount of gift certificates but customer can purchase any value up to that limit
- Gift certificates can be excluded from being taxed
- Gift certificates have an expiration date
- Gift certificates can be automatically authorized at time of purchase or can be manually authorized
- Recipient receives email with gift certificate name and details of its use\
- Gift certificates have a name generated by VP-ASP
- Gift certificate can be manually created by the merchant
- No physical gift certificate exists
- Gift certificates can be reused until the full amount is used up
- If the gift certificate amount is not enough to pay for the goods, the customer needs to pay the remainder using any method the merchant allows
- The Points Rewards system can be used to automatically create a gift certificate
- VP-ASP traces gift certificate usage

11.2 Configuration Options for Gift Certificates

11.3 Buying a Certificate

11.4 Gift Certificate Email

11.5 Using a certificate

11.6 Purchase using Gift Certificate

11.7 Gift Certificate Programming

PROGRAMMING NOTE
Programming Examples

Shopgiftdb.asp	**Set of subroutines that do most gift certificate logic**
Shopgift.asp	**Form to create gift certificate**
Shopgift2.asp	**Form for checking out gift certificate purchase**
Gifts	**Table in database holding all gift certificate information**

11.7.1 Tracing usage

11.7.2 Gifts Table

12 Coupons

Coupons provide a means to give a discount to your customers. A coupon is simply a record in the coupons table. The merchant normally creates it manually. The only automated method of creating coupons is the Points Rewards System.

Coupons have all these attributes.

- Coupons are created by the Merchant
- The discount can be a fixed amount or a percentage of the total order
- Coupons can be limited to the number of times they can be used
- Coupons can have an expiration date
- Coupons can have an associate affiliate
- Coupons can be limited to specific customers
- Coupons can be limited to specific products
- Coupons can be limited to certain categories of products
- Coupons can be limited so that they only apply after a specific order amount
- Coupons do not apply to shipping costs
- There is no limit to the number of coupons
- Coupon names are created by the Merchant

12.1 Coupon Configuration Options

12.2 Coupon Record

12.2.1 Coupon Other Fields

12.3 How Does the customer use a coupon

12.3.1 Customer Service Coupon

12.4 Coupon Programming

PROGRAMMING NOTE
Programming Examples

Shopcoupon.asp	**File used to control almost all the logic for coupons.**
Shopcustadmincoupon.asp	**Used to validate a coupon from My Account Service**
Shopcouponentry.asp	**Special Hyperlink entry to coupon validation**
Coupons	**Table in database holding all coupon information**

12.5 Developer's Secret

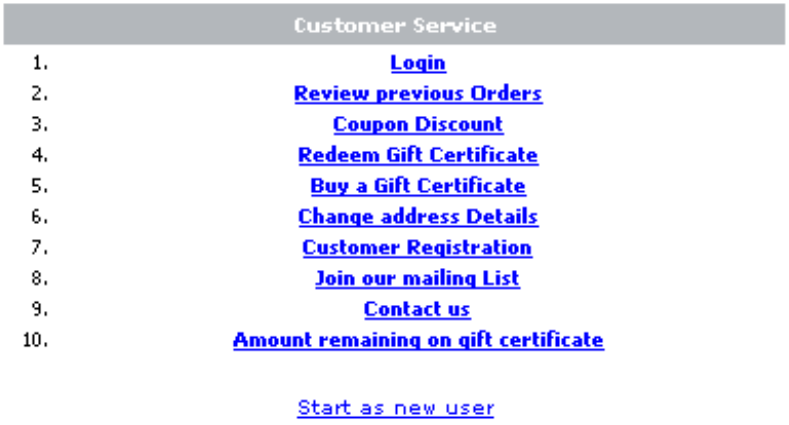
13 Customer Service

The Customer Service Center, sometimes called My account, is a set of tasks the customer can perform. These include:

- Viewing previous orders
- Buying a gift certificate
- Login
- Validate a gift certificate or coupon
- Register their details
- Join your mailing list
- Create a Gift Registry
- Search a Gift Registry
- Mail forgotten password
- Supplier registration
- Contact Merchant
- View Wish List
- UPS tracking
- Save and restore Carts
- Redeem points for rewards

13.1 Customer Service Menu

The menu changes as the merchant turns on or off different configuration options



13.2 Customer Service Programming

PROGRAMMING NOTE
Programming Examples

The customer service is a menu selection. The selection is created by file shopcustadmin.asp. Most of the items are controlled by the Shop Configuration values. So if you do not support gift certificates, items related to gift certificates are not displayed

Shopcustadmin.asp	**Create menu items**

13.3 Adding your own menus

It is possible to add new menu items by add a line to the file shopcustadmin.asp. Near the bottom of the file there are a list of lines that look like this

```
AddMenuItem getlang("langSaveCartPrompt"),"shopsavecart.asp", getconfig("xAllowSaveCart")
```

Getlang(…")	What customer sees on the browser
Shopsavecart.asp	The hyperlink to be used when person clicks on the name
Getconfig("…")	Yes, No flag. If yes, the menu is displayed

Suppose you want to add a new menu item called Privacy Statement that links to myprivacy.htm file. You would add a line like this.

```
AddMenuItem "Privacy statement","myprivacy.htm", "Yes"
```

This statement is much simpler that the one above. It is not using the language facility and it will always displayed since the third value is the word "Yes".

14 Payments and Gateways

Getting paid is normally one of the most important aspects of any shopping cart. The VP-ASP shopping Cart supports just about every method.

- Credit cards
- No credit cards
- Paypal
- Other payments or no other payments
- Over 100 gateways
- Any combination of the above

14.1 Credit Cards - No gateway

14.1.1 Disadvantages

14.1.2 Standard VP-ASP credit card form

14.2 Credit Card Validation

The shopping cart does basic validation of the credit card number. It validates that the card has the correct number of digits; starts with the correct prefix numbers for the card type and does basic validation of the number.

The validation does not:

- Verify that the card has been stolen
- Verify that the card has not expired
- Verify that the CVN matches the card

To achieve real-time validation of a credit card requires the use of a gateway.

14.3 Credit Card Configuration values

14.4 SSL Certificate

14.5 When don't I need SSL?

14.6 Encryption of Credit Cards

14.7 No Credit cards

14.8 Credit Cards -Electronic Gateway

14.9 Installing a gateway

14.10 Multiple payment methods

14.11 Shared SSL SSLShopCheckout

14.12 Using SSLShopCheckout

14.13 Configuring Shared SSL

14.13.1 Update Shop Configuration

14.13.2 Encrypt Key

14.13.3 Other sslshopcheckout changes

14.13.4 Configure Credit Cards

14.13.5 Where are my normal headers and footers

14.14 Shared SSL and Server to Server gateways

14.14.1 How sslshopcheckout works with the gateway

14.15 Paypal

14.16 Paypal IPN

14.17 Developing your own Gateway Interface

PROGRAMMING NOTE
Programming Examples

Coding a gateway interface can be complicated. The best approach is to download an existing gateway from the VP-ASP site and use it as an example.

Gateway code falls into three types.

- Forms based gateway
- Gateway communicating Server to server to the gateway company

- Gateway communicating server to server using a gateway supplied DLL

14.17.1 Forms Based gateway

14.17.2 Server to Server Gateway

14.17.3 Server to Server using a gateway DLL

14.18 Program Files

PROGRAMMING NOTE
Programming Examples

Shopcheckout.asp	**The main routine to take payment details**
Sslshopcheckout.asp	**Used to take payment using shared ssl**
Shopcreateorder.asp	**Saves order in database before calling shopcheckout.asp**
Shopgateway.asp	**Interface to Paypal gateway**
Paypalgateway.asp	**Create Paypal gateway form**

15 Order Processing

When an order completes, the customer receipt is displayed. In addition, many other actions take place at the end of an order. These actions include:

- Displaying printable invoice
- Mailing to merchant
- Mailing to customer
- Updating stock
- Generating download links and attachments
- Mailing affiliates
- Mailing suppliers
- Mailing Pin Numbers
- Create Gift Certificate
- Send SMS message
- Increment customer points
- Mail Gift Certificates
- Mail gift registry messages
- Merchants can also add their own special end of order processing

15.1 Configuration Options

15.2 End of Order Invoice

15.3 Mailing to Merchant

15.4 Mailing to Customer

15.5 Updating Stock

15.6 Order Attachments and Downloads

15.7 End of order Valid Payments

15.8 Attachments

15.9 Secure Downloads

15.9.1 Secure download restrictions

15.9.2 How Secure Download works

15.9.3 Secure Download Configuration Options

15.9.4 Setting up Secure Downloads

15.10 SMS Messages

15.11 -Adding Your Logic

PROGRAMMING NOTE
Programming Examples

15.12 Program Files

PROGRAMMING NOTE
Programming Examples

16 Mailing

Mailing is done in numerous places throughout the shopping cart. Many can be turned on or off using the Shop Configuration.

- Mail to merchant on order completion
- Mail to customer on order completion
- Mail to others (mailing list) on order completion
- Mail to suppliers on order completion
- Mail on customer buying a gift certificate
- Mail to tell a friend
- Mail on order tracking message to merchant
- Bulk mailing by merchant
- Mail to merchant on new customer registration
- Mail to merchant on new product review
- Mail to customer on order tracking message by merchant
- Mail to merchant on new gift registry creation
- Mail to merchant on affiliate registration
- Mail to affiliate on registration
- When a gift certificate is purchased
- When a customer reviews a product
- Bulk mailing by merchant
- Mail on order processed by merchant
- Question about Product
- Contact Form

16.1 Configuring e-mail

16.2 Testing E-mail

16.3 Email Problems

16.4 Order Completion Emails

16.5 Changing E-mail Messages

16.6 Bulk Mailing using templates

16.6.1 Mailing Form

16.7 Mailing To Multiple People

16.7.1 Setting up your Mailing List

16.8 Using Mailing List facility

16.9 Mailing To Suppliers

16.10 Mailing To affiliates

16.11 Program Files

PROGRAMMING NOTE
Programming Examples

Shopmailformattemplate.asp	**Formats mail using templates**
Shopmail.asp	**Mailing routine**
Shopmailsupplier.asp	**Mail supplier**
Shopaffregister.asp	**Mail on affiliate registration**
Shopcustcontact.asp	**Contact form**
Shopproductquestion.asp	**Ask a question about product**
Shopmailformat.asp	**Non template formatting of end or order emails**
shopaff	

17 Rating and reviews

Customers can rate and review any product. They can view other people's comments. The following lines in VP-ASP configuration control this. The merchant can optionally be notified when a review has been added.

xallowratingproducts	**Yes**	**Allows product rating**
xallowratingsummary	**Yes**	**Displays a summary of the number of ratings on product displays.**
xratingmailtomerchant	**Yes**	**Mail message to merchant when a review is made**
xratingproducthyperlink	**Yes**	**Automatically generate a hyperlink on products display to write a review and read reviews. Does not apply for product templates**
xreviewauthorize	**Yes**	**Reviews are not automatically displayed. The merchant must manually set the Authorized field in the reviews table. Anything in the "authorized" field means it is authorized.**
xratingtemplate	**Tmp_rating.txt**	**Template used to email merchant**

17.1 Adding reviews to templates

When using product templates to display your products, hyperlinks to review programs are not automatically included. You must include your own HTML to write a review and list reviews.

```
<a href="shopreviewadd.asp?id=[catalogid]">Write Review</a>
Hyperlink to write a review

<a href="shopreviewlist.asp?id=[catalogid]">Read Reviews</a>
Hyperlink to read a review

[add_ratingsummary]
Template control to display product ratings
```

17.2 Writing a review

17.3 Listing Reviews

18 Service Payments

The shopping cart can be used for none product payments. These can be one off payments for services or auctions. The technique is to:

- Create an entry in the projects table
- Notify the payer, normally by email, that they should login to shopprojectlogin.asp
- The person automatically gets the service details and amount added to the cart
- The person checks out as normal

18.1 Creating a projects Record

Pdate	**Today's date or the date of the project**
Description	**Description of up to 255 characters.**
Customer	**Name or organization who is going to pay**
Customeremail	**Customer e-mail address**
Price	**The amount being paid**
Dualprice	**Used only if you are displaying dual prices**

18.2 Mailing to Customers

18.3 Customer pays for Project

18.4 Other products or projects

18.5 Project Payment Updates

18.6 Project Reports

19 Order Tracking

The shopping cart order tracking facility allows the merchant and customer to:

1. Notify customers about the status of their order
2. Customers to request changes or information about their order
3. Merchants to communicate status messages with different departments about the order
4. Send email on order processed
5. Private messages between merchant staff can be written using the tracking facility

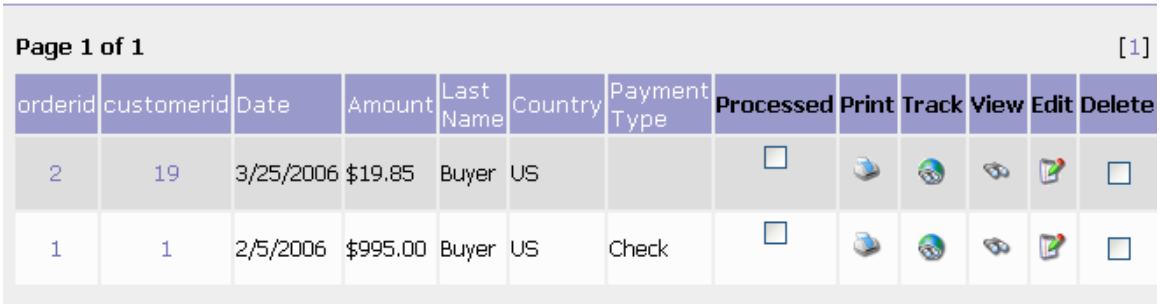
19.1 Tracking Configuration

The following shop configuration options control order tracking.

xtracking	**Yes**	**Turns on order tracking**
xtrackingcustomerread	**Yes**	**Customer can read tracking messages.**
xtrackingcustomerwrite	**Yes**	**Customer can write tracking messages to the merchant**
xtrackingcustomertemplate		**tmp_trackingcustomer.txt Template when customer sends a message**
xtrackingmerchanttemplate		**tmp_trackingmerchant.txt Template when merchant sends a message**
xtrackingmessagetemplate		**tmp_trackingmessage.txt Actual tracking message**

19.2 Display Orders

When tracking has been turned on, a new column appears when displaying orders



19.3 Merchant Tracking Options

The merchant can write a message to associate it with the order. The message can be:

- E-mailed to the customer automatically
- Simply saved with the order for the customer to view
- Saved with the order and only the merchant can view it

When the track link is clicked on the display orders page, a form appears. The merchant can then view previous tracking messages or send a new one.

19.4 Customer Tracking

20 Customer Details

Obtaining customer details is one of the most important features of any shopping Cart. VP-ASP has great flexibility in this area. The shopping cart can collect customer details when they:

- Checkout during normal purchase
- Register without purchasing
- Forced to register before purchasing
- Join a mailing list only

20.1 Customer Login Methods

Merchants have different levels of security and information they want to collect. Some merchants would like repeat customers to quickly pick up previously entered details. The Shopping Cart allows repeat customers to login by any of these methods:

- Login by last name and email address
- Login email and password
- Login by userid and password
- No Login
- Forced Login – must login before shopping
- Restricted login – only registered customers can shop
- Quick login with stored cookie

20.1.1 Login Configuration

Xlogonrequired	**Yes**	**Require customers to login before shopping**
Xpassword	**Yes**	**Require a password**
Xcustomeruserid	**Yes**	**Allow customers to create their own userid**

20.2 Required Customer Details

Depending on your requirements and country, the shopping cart collects

- First name
- Last name
- Address
- City
- Phone
- Email address

20.3 Optional Customer details

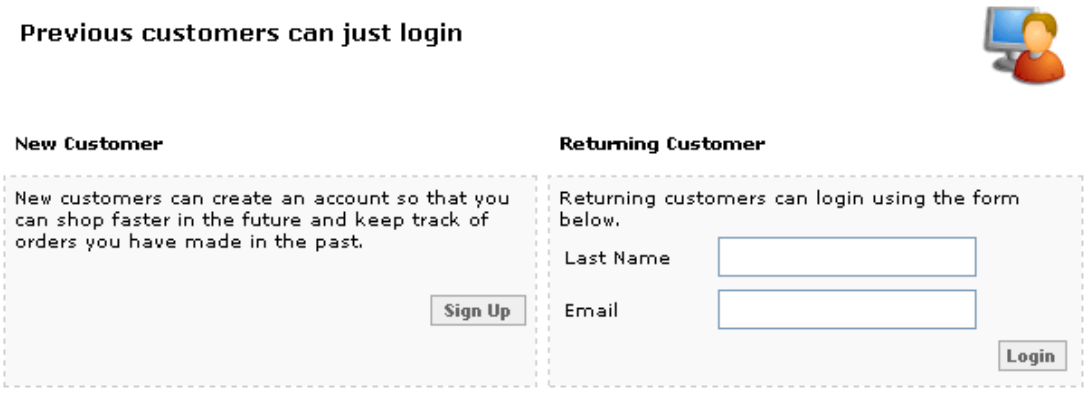
The following details are optional collected. The ones with an asterisk can be made required through shop configuration values

- State or Province
- Country
- Company
- Fax
- Work Phone
- Mobile Phone

- How did you hear about us
- Agree to license agreement
- Delivery Date
- Delivery Time
- VAT number
- Second Address

20.4 Customer Information Form

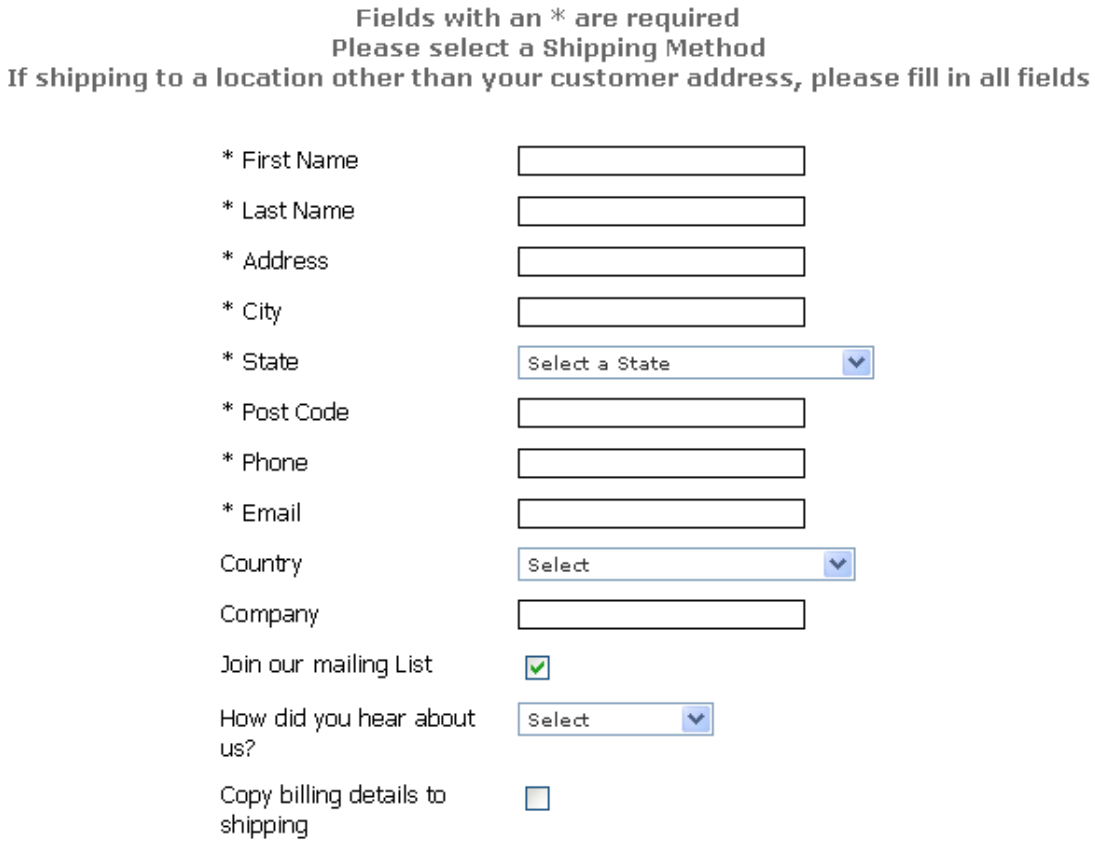
The normal checkout form is shown below. It allows customers to login (repeat customers) or register for the first time. Many of the registration fields can be configured on or off.



20.5 Customer Form -Billing Details

The normal customer checkout form is composed of a number of parts. Only the first part is required.

- Billing information
- Shipping Information
- Comments
- Other details
- Discounts and gift certificates



Billing Form

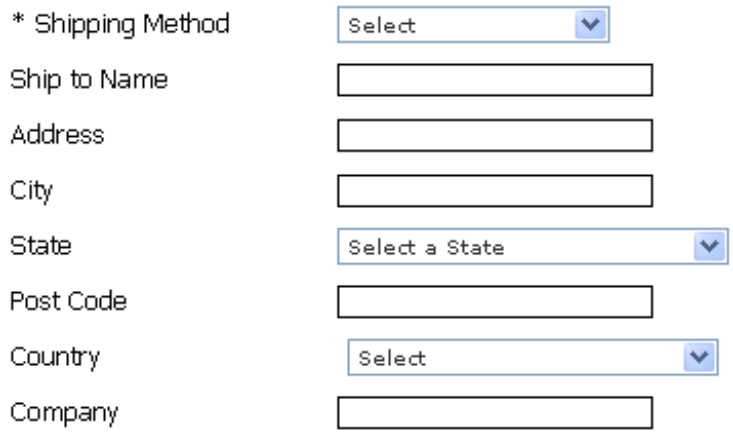
20.5.1 Shop Configuration values

Xallowcustomerupdates	**Yes**	**Allows customers to alter their details when they next purchase**
Xcheckexistingcustomer	**Yes**	**Checks for existing customers to prevent customers from adding duplicate records to the customers table**
Xcookielogin	**Yes**	**Saves a cookie so that they are automatically logged in on repeat shopping**
Xcountryrequired	**Yes**	**Country is required**
Xincludecountries	**Yes**	**Creates a drop down list of countries**
Xincludestates	**Yes**	**Creates a drop down list of states**
Xmaillistcheckbox	**Yes**	**Generates mail list checkbox**
Xpromptforcountry	**Yes**	**Displays country form field**
Xpromptforstate	**Yes**	**Displays state form field**
Xstaterequired	**Yes**	**State must be selected**

Xvatnumber	**Yes**	**Displays VAT**
Xdefaultcountry	**AU**	**Sets the default country. Need proper country abbreviation if using drop down list**
Xhearaboutus	**Yes**	**Displays a list of ways the customer may have heard about your site**
Xhearaboutusvalues		**A list of ways customer may have found your site**
Xhearaboutusrequired	**Yes**	**The customer must select a value from the hear about us list**
xcustomeraddress2	**Yes**	**Displays a second address field**
Xlicenseagreement	**Yes**	**Displays check box for customer. They must agree before continuing**
Xlicenseurl		**File name or URL which is your license agreement**
Xhackercheck	**Yes**	**Checks IP address, email address against hackers table**

20.6 Shipping Form

The shopping cart does not require a shipping form. If displayed, all fields are optional except the shipping method.



20.6.1 Shipping Configuration

Most Billing configuration options automatically apply to the shipping. For example if you have a drop down list for states, it will appear on both the billing and shipping forms.

Xshippingundercustomer	**Yes**	**Puts shipping form under customer form. No puts the form side by side**
Xshippingform	**No**	**Stops the display of the shipping form**
Xshippingdatabase	**No**	**Do not display drop down list of shipping methods**

20.7 To remove the shipping table from being displayed at all

20.8 Site Specific Customer Fields

20.9 Adding Fields to Database

20.10 Delivery Date and time

20.11 More Information

20.12 Customer Registration

20.13 Join Mailing List

20.14 Mail Forgotten Password

20.15 Advanced Customer Other Fields

PROGRAMMING NOTE
Programming Examples

The customer other fields is useful for adding text boxes but it does not support more advanced form fields such as radio buttons or dropdown lists.

These are supported using xcustomerbypass. For example say you want to add a dropdown list to the customer form called doctors. Set the following in Shop Configuration

20.16 Program Files

PROGRAMMING NOTE
Programming Examples

Shopcustomer.asp	**Main customer collection logic**
Shopcustomerform.asp	**Generates forms for billing and shipping**
Shopcustregister.asp	**Customer Registration Form**
Shopmaillist.asp	**Join Mailing List**
Shopshippingcalc.asp	**Does most of the shipping calculations**
Shopmailpwd.asp	**Mail forgotten Password**

21 Languages

The shopping cart provides a number of language related facilities. These include:

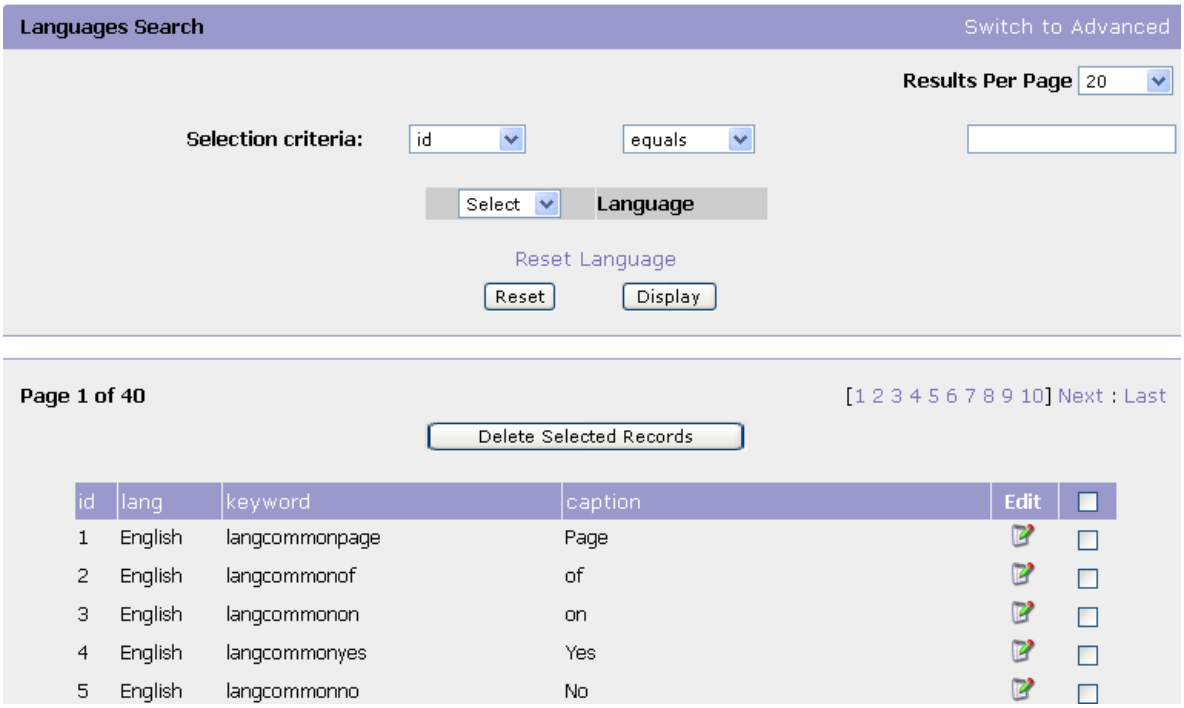
- Ability to change the captions associated with shopping. Such as Buy or Product
- The ability to select only products based on the language being selected
- Allow customer to select language.
- Ability to change some but not all product, category and content descriptions based on the language being selected.

21.1 Updating existing language

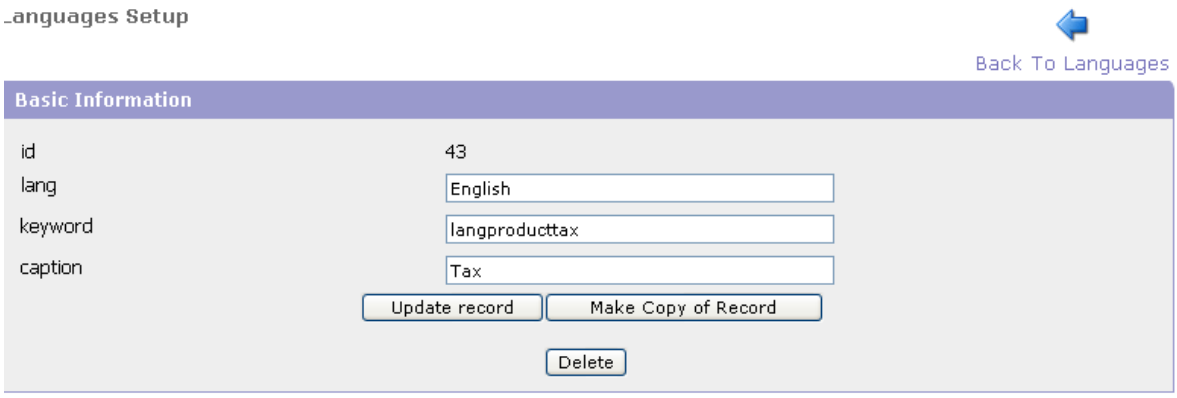
There are two ways to update existing language values. You can edit the languages table. Or you can edit files shop$language_English.asp and file shop$language2_English.asp and use them to totally replace the values in the languages table.

21.2 Editing Language tables

Use your browser by selecting Edit Language from the language administration. The normal VP-ASP edit display menu is shown. Search for the caption or the language keyword and make the change by editing that caption



For example to Change the word Tax to State Tax, search for caption Tax and then click edit next to the record.



21.3 Editing shop Language files

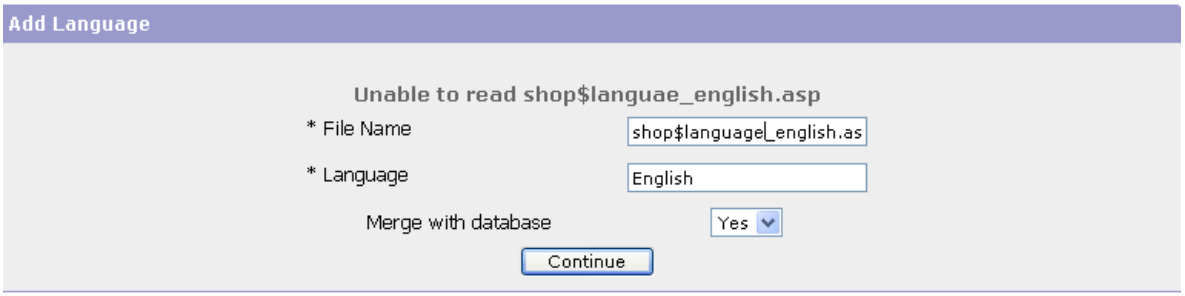
The second method is useful if you plan to change many language values. The technique is to edit files. Edit these with a plain text editor.

Shop$language_English.asp Shop$language2_English.asp

After you edit the language files, Select Add A language from Administration menus.

21.4 Add and Replace languages

To add or replace a language, select Add language from Administration menus. Type in file name shop$language_English.asp. There is no need to type shopa$language2_English.asp. When you hit continue, values will be added or updated as necessary.



The continue button should result in a display such as shown below.

21.5 Installing a new language

21.6 Activating Language changes

21.7 Using Language Switching

21.8 What language Switching does

21.9 Translate facility

21.10 Translating Categories

21.11 Translation Fields

21.12 Displaying products by languages

Hidden Knowledge

21.13 Do you know why there are two language files

21.14 Program Files

PROGRAMMING NOTE
Programming Examples

Shoptranslate.asp	**Does translation**
Shoplanguageset.asp	**Language Switching**
Shoplanguagesubs.asp	**Language related subroutines**
Shop$language_English.asp	**English main language file**
Shop$language2_English.asp	**English secondary file**
Shopa_languageadd.asp	**Administrative add language**
Shopa_languagedelete.asp	**Administrative language delete**
Shopa_languageload.asp	**Loads language into languages tables**

22 Stock Control

The shopping cart has a number of facilities related to stock and inventory control.

- Products can be hidden when out of stock
- Product can be hidden regardless of stock levels
- Out of Stock message can be displayed
- Limit quantity ordered to the amount in stock
- Decrement the stock level at the end of the order
- Display stock low reports
- Dependent Products - If your purchase x you must also buy y
- Inventory Products. This allows stock control based on product features
- Restore stock on incomplete or cancelled orders

22.1 Hiding Products when out of stock

22.2 Hiding Products all products

22.3 Out of Stock Message

22.4 Decrementing stock level

22.5 Restrictions on Stock Control

22.6 Restore Stock on Incomplete or canceled Orders

22.7 Inventory Products

22.8 Inventory product views

Inventory products is extremely flexible in the way it shows the sub products. The sub products can appear as a:

- dropdown list
- radio buttons
- check boxes
- quantity selection boxes
- List of products in a table

22.9 Creating Inventory Products

22.10 Sub Products displayed as Checkbox

22.11 Sub Products displayed as a Radio button

22.12 Sub Product as Drop Down List

22.13 Sub Products as a table

22.14 Sub Products with Quantity Boxes

22.15 Inventory templates

22.16 Program Files

PROGRAMMING NOTE
Programming Examples

Shopstock.asp	**Decrements stock level**
Shopproductfeatures.asp	**Checks stock over limit**
Shopproductinventory.asp	**Forms inventory products**
Shopproductcreatesql.asp	**Generates SQL limiting products based on stock level**
Shopproductinventory.asp	**Formatting for inventory product**

23 Displaying Orders

The shopping gives the merchant many facilities for displaying and manipulating orders.

- Display order on a browser
- Print an order
- Edit the order
- Restore an order and change items
- Delete an Order
- Restore stock on returned or cancelled orders
- Display orders by criteria such as paid, unpaid, or status. Status types are defined by you
- Mail confirmation on processing an order
- Mark an order processed or in some other state
- Send tracking messages to the customer
- Display sales reports by any date
- Display orders by specific customers
- Find repeat customers
- Send tracking messages
- Remove credit card details
- Search for orders based on product purchased

23.1 Order Processing Configuration Options

Xorderpending	**Yes**	**Allows you to set your own status on orders**
Xordertracking	**Yes**	**Allows you to send tracking messages to customers which are logged and time stamped**
xorderpendingvalues		**List of your order status values. For example: Pending,Back Order,Other**
Xmailprocessed	**Yes**	**Sends an email to customer when order is marked processed**
Xmailprocessedtemplate		**Tmp_customerprocessed.txt Template used to send the mail to customer**

23.2 Order Processing

This display automatically shows you new orders. New Orders are those that have not been processed. By clicking the processed check box, the order will no longer automatically display the next time you view this page.

From this page you can:

- View a formatted order
- Edit the order (alter and view individual fields in the database)
- Edit the customer record by clicking under “Customerid”
- Delete the order.
- Mail to customer when order is mark processed
- Send tracking message
- Search for orders

- Print an order

23.3 Viewing the Order

23.3.1 Quick Links

The top of the display is quick links to:

- Return back to display orders
- Edit the Order
- Edit the Order Items
- Send a tracking message
- Cancel the Order

23.4 Editing an Order

23.5 Display Order Items

23.6 Mailing to Customer when Mark Processed

23.7 Tracking Messages

23.8 Sales Reports

23.9 Sales Reports -Detailed

23.10 Sales Report Summary - Month

23.11 Sales Report Summary - Year

23.12 Product Report

23.13 Customer Orders

23.14 Program Files

PROGRAMMING NOTE
Programming Examples

Shopformatorder.asp	**Formats an order**
Shopa_displayorders.asp	**Display orders menu**
Shopa_mailprocessed.asp	**Mails to customer on processed**
Shoph_displayorders.asp	**Help for display orders**
Shopa_productreport.asp	**Product sales report**
Shopa_reports.asp	**Sales Report**
Shopdateform.asp	**Date selection menu**
Shoph_dateform.asp	**Help for date form**

shopcalendarpopup.js	**Pop-up date java script**

24 Dynamic Content

Dynamic content is a method to create unique site specific pages without the need to create individual HTML pages For example you can create an about us page, a privacy policy, a shipping instructions page. There is no limit to what you can create.

The steps in creating dynamic content involve:

- Add your information to the contents table
- Creating a hyperlink to file shopcontents.asp.

24.1 Contents example

24.2 ILink to Contents Program

24.3 Using New Navigation facility

24.4 Content Template

25 Quick and repeat shopping

VP-ASP has numerous methods of allowing customersto save items they wish to purchase or have purchased and then come back to your shop. These method include:

- Restoring previous orders
- Saving and restoring carts
- Saving and restoring wish lists
- Saving individual products in a wish list

In all cases the customers can revise what they restore, alter quantities, delete items and add additional items.

25.1 Shop Configuration Options

Xallowrevieworders	**Yes**	**Allows customers to see their previous orders**
Xallowrestoreorder	**Yes**	**Allows customer to restore previous orders**
Xallowsavecart	**Yes**	**Allows customers to save their cart as a cookie on their own PC**
Xwishlist	**Yes**	**Allows customers to save their wish list on the shopping cart database**
Xproductwishlist	**Yes**	**Individual products can be saved by customer in shopping cart database**

25.2 Restoring previous orders

25.3 Restoring and Saving Carts

25.4 Wish List Carts

25.5 Wish List by Product

25.6 Program Files

PROGRAMMING NOTE
Programming Examples

Shopstatus.asp	**Formats orders for customer review**
Shoprestoreorder.asp	**Restore previous order**
Shopwishlist.asp	**Handles individual product wish list**
Shopsavecart.asp	**Cookie cart administration**
Shopsaveperm.asp	**Cart wish lists in database**

26 Affiliates

Affiliate processing allows you to associate individual orders with another site, person or company. It can be used for tracking sales or paying commissions. The site links to your shopping site passing their affiliate number. The shopping cart remembers that number and adds that number to any orders processed for that customer for that session.

26.1 Affiliate Features

- Associates individual orders with an affiliate
- Report on number of links to your site for each affiliate
- Report on number of orders
- Report summary total of all orders
- Report on date of last link to your site
- Report on commissions to be paid
- Ability to add, alter affiliates using standard VP-ASP administration
- Affiliate Administrator. Affiliates can review orders and change their details.
- Ability to have both a master affiliate and sub affiliates
- Ability for customer to select the affiliate if no link is provided
- Ability to show affiliate specific headers and footers
- Ability for customer to select the affiliate from a list

26.2 Shop Configuration values

26.3 Affiliate Menu

26.4 Affiliate Registration

26.5 Registration Confirmation

26.6 E-mail Confirmation of Registration

26.7 Dynamic Content and affiliates

26.8 Affiliate Email Template

26.9 Affiliate Links to your Site

26.10 Configure the Affiliate System

26.11 Master Affiliates

26.12 Affiliate Reports

26.13 Order Report

26.14 Link Report

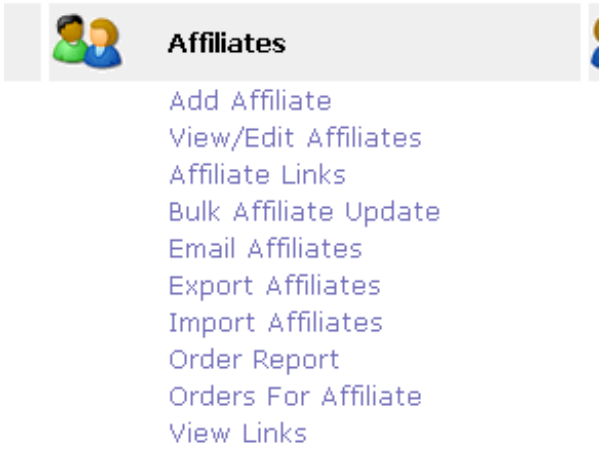
26.15 Affiliate Headers

26.16 Assigning Affiliates during checkout

26.17 Merchant Affiliate Reports

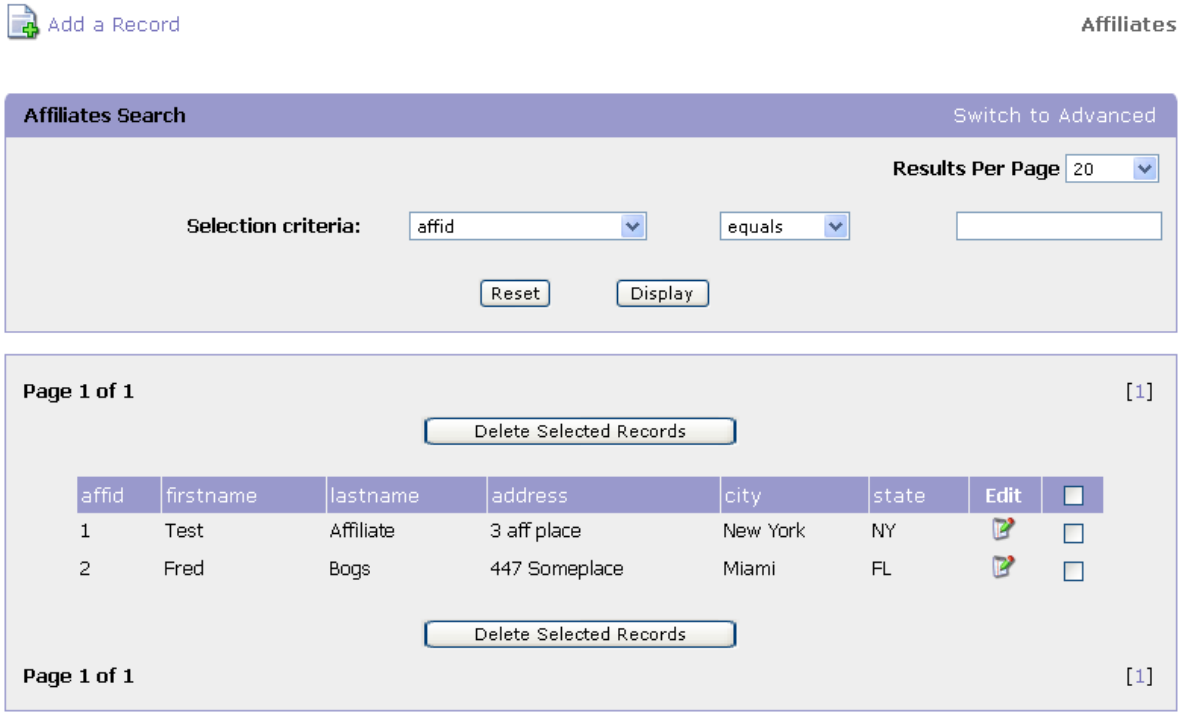
Merchants have numerous reports. The merchant administration menu is shown below. It allows you to:

- List Affiliates – provides a complete list of all affiliates. From there you can get individual order or link reports.
- Commission report allows you to select dates for which commission could be paid.
- Links Report allows you to specify a range of dates for which links can be displayed.
- Edit Affiliate allows you to edit the affiliates table.
- Edit Links, edits the affiliatelog table.



26.18 View Edit affiliates Report

This is standard table display and editing facility of the shopping cart.



26.19 Affiliate Links Report

26.20 Orders Report

26.21 Orders for affiliate Report

26.22 Commission/Account Report

Processed	
Number of sales	3
Total Sales	438.99US$
Shipping Cost	20.00US$
Tax	0.00US$
Commission	
Commission	13.20US$

26.23 Affiliate Commission Calculations

Affiliate commission can be calculated in three ways. All affiliates must use the same method.

- A fixed amount set in the affiliate record
- A specific amount for each product. The amount is stored
- Different amounts depending on the category of a product.

26.23.1 Fixed amount Commission

26.23.2 Product Based Commission

26.23.3 Category Based Commission

26.24 Referring Affiliate Commissions

26.25 Mailing Affiliate on Order

26.26 Program Files

PROGRAMMING NOTE
Programming Examples

Shopaffadmin.asp	**Affiliate main menu**
Shopaff.asp	**Affiliate links to your site to this file**
Shopaffregister.asp	**Affiliate registration**
Shopafflog.asp	**Updates affiliate log**
Shopaffcommission	**Calculate commission**
Shopaffinfo.htm	**Information about your affiliate system**
Shopafflogin.asp	**Affiliate login**
Shopaffreportsubs.asp	**Reporting subroutines**
Shopa_afflogreport.asp	**Link report for administrator**

Shopa_affacounts.asp	**Commission report for an affiliate**
Shopaffio.asp	**Numerous subroutines**

27 Category Display

The Shopping cart requires that every product belong to one main category. Category display is just one of many ways to find your products. It allows customers to drill down to find what they need.

They can also do searching for products or you can provide direct links to specific products or categories of products.

VP-ASP puts no limits on the number of categories you have, the depth of the categories or sub categories. If you choose to use VP-ASP dynamic product displays, then every product needs to belong to at least one category.

If you have a simple shop with only one category, it is possible to totally bypass this category and go directly to your product displays. With many products and many categories, this page will be very useful.

The shopping cart allows you to display categories with or without HTML templates. Without templates, you need know little or nothing about HTML.

27.1 Dynamic Category displays

Almost all pages in VP-ASP are dynamically created. This means that data is read from the database and formatted with HTML and displayed in your browser.

Categories can be displayed in two ways. One is the no template method and the other is the template method. The non template method allows you to control the category display by altering values in Shop Configuration and the appearance by changing values in shop$colors.asp.

27.2 Category Display - no template

27.2.1 Changing Colors and Fonts and Sort

27.3 Subcategories

27.4 Category Display with Templates

27.4.1 ICategory Template

27.4.2 Database Fields

27.5 Additional Controls

27.6 Template Restrictions

27.7 Category links from your own pages

27.8 Category Tree

27.9 Other category displays

27.10 Look and Feel Functions

27.10.1 Navigateshowcategories

27.10.2 Navigateshowproducts

27.10.3 NavigateShowCategoriesStyled

27.10.4 NavigateShowAllCategories

27.11 Program Files

PROGRAMMING NOTE
Programming Examples

Shopdisplaycategories.asp	**Main category display**
Shopproductsubs.asp	**Most of the navigate category subroutines are located here**
Shopfileio.asp	**Template parsing**

28 Product Formatting No Templates

Product displays are probably the most important portion of your web site and VP-ASP provides great flexibility. There are two methods of displaying products.

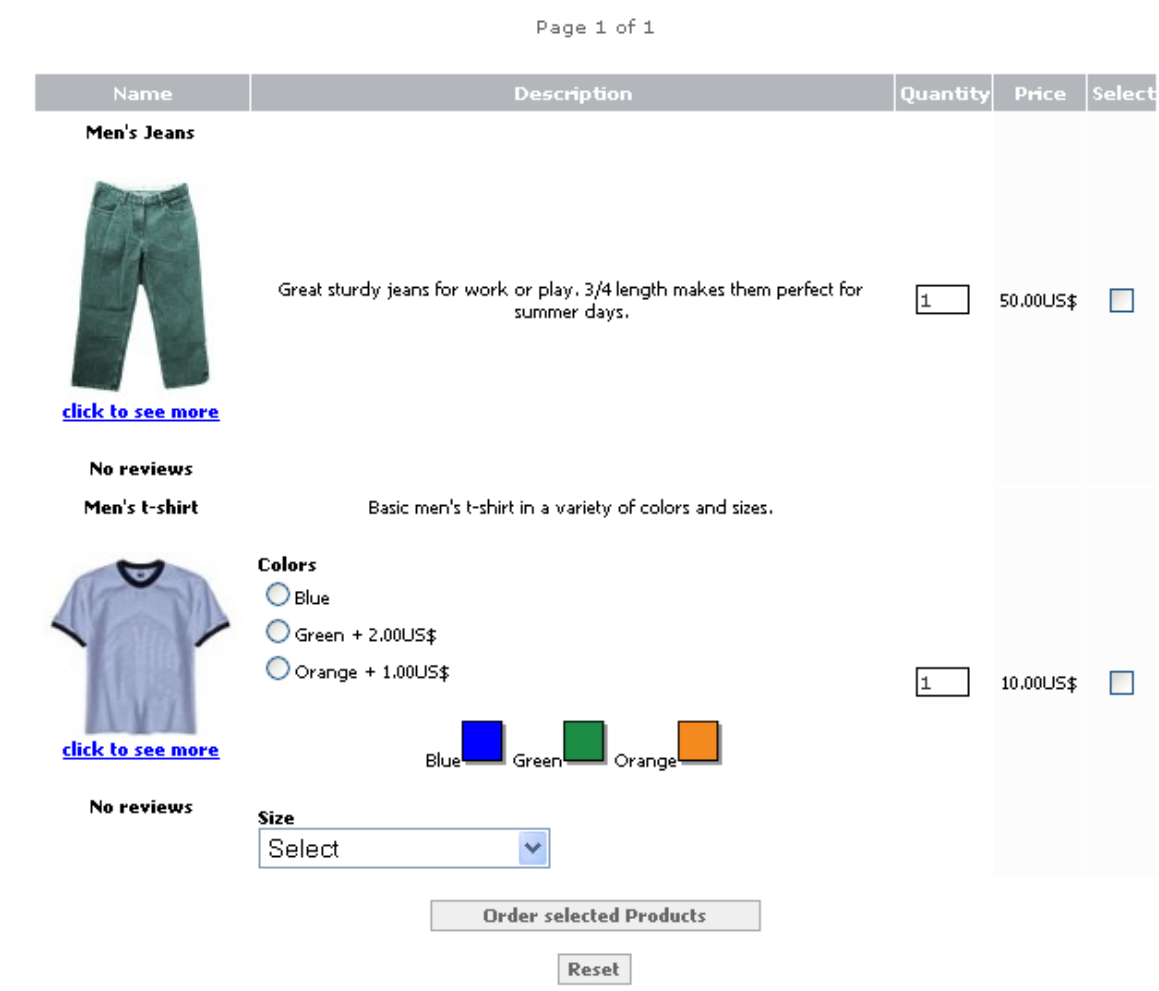
- Product displays using templates
- Product displays without templates

This section describes the no template method. It is useful to control the look and feel primarily through the shop configuration. The non-template method displays products one row at a time. With the Shop Configuration, you can control:

- Change the number of columns for one product being displayed and their order
- Change how products are sorted
- Change captions of each column
- Change whether one product can be ordered or multiple products from the same page
- Stay on page or automatically start the checkout process
- Add hyperlinks for product reviews, tell a friend and cross selling
- Stop products from being displayed based on stock level
- Show out of stock messages
- Stop the customer from buying anything

28.1 Product Display Example

The picture below shows the multi-product selection format. The buyer can click any number of products and order them all at once. Using this type of form, the customer can order more than one product by clicking the checkbox next to each product.



28.2 Shop Configuration Options

28.3 Changing what fields are displayed

28.4 Ordering a Single product

28.5 Click to See More

28.6 Advanced Product Display Facilities

It is possible to add both an image and or description text above the products. The information displayed comes from the category record associated with the product.

xdisplaycategoryimages	**Yes**	**The image for the category or subcategory is displayed at the top of the page**
Xdisplaycategoryfiles	**Yes**	**Use the catextra field in the category record as a file name and display that file at the top of the product listing. This allows detailed category information to be displayed when the products are displayed**

The image above the product displays comes from the category record for category furniture. The text is coming from a file, created by you. The actual file name is stored in the catextra field of the category record. For example if you created furniture.txt or furniture.htm and placed the name in the catextra field for the furniture category, that entire file will be displayed.

28.7 Changing Colors and Fonts

28.8 Product Filtering

28.9 Product Reviews and Tell A Friend

VP-ASP can automatically create hyperlinks for the following features:

- Product rating
- Tell a friend
- Ask a question
- Add to Wish List
- Make an offer

28.10 Tell a Friend

28.11 Ask a question about product

28.12 Make an offer product

28.13 Add To Wish list

28.14 Inventory Products

28.15 Dependent Products

28.16 Minimum and Maximum Quantity

28.17 Ordering one of a product

28.18 Program Files

PROGRAMMING NOTE
Programming Examples

Shopdisplayproducts.asp	**Main product display**
Shopproductformat.asp	**Non Template product formatting**
Shopproductfeaturesgenerate.asp	**Generates product features**
Shoptellafriend.asp	**Tell a friend**
Shopproductquestion.asp	**Ask a Question**
Shopproductsubs.asp	**Numerous subroutines**
Shopcustomerprices.asp	**Calculates customer specific prices**
Shopreviewaverage.asp	**Reviews star rating**
Shopproductcreatesql.asp	**Generates SQL for product displays**
Shopproductformat_temaplte.asp	**Formatting using templates**
Shopproductinventory.asp	**Handles inventory product display**
Shopalsobought.asp	**Display also bought products**

29 Product Formatting - Templates

Formatting with templates gives you more control over how a product is displayed. VP-ASP using templates provides the following facilities:

- Products are formatted with HTML that you create
- A default template tmp_productformat.htm is supplied
- Products in different categories can use different templates
- Specific hyperlinks from your own pages can specify unique templates
  For example sale items can have their own template
- Multiple products per row can be displayed
- Thumbnail displays linking to more extended descriptions can be done
- Full control of which fields are displayed per product

29.1 Where are templates

Templates are simply HTML files. Normally they are stored in the same folder as the rest of the shopping cart files but they can also be stored in the templates table. This is explained in more detail in the section dealing with templates.

The advantage of having templates in the database is that they can be easily edited, added or changed from your browser. In the Shop Configuration you tell VP-ASP where to look for a template. For example to find the product formatting template the file name would be either

```
tmp_productformat.htm
Or
db=tmp_productformat.htm
```

The **db=** is a keyword telling VP-ASP to look in the templates table to find the template.

29.2 Template specific Shop Configuration

The following configuration options are unique to template formatting.

Xproductwithhtml	**Yes**	**Use product formatting with templates**
Xproductcolumns	**2**	**Number of products per column. If more than 1, VP-ASP automatically switches to template formatting**
Xproducttemplate.htm		**Tmp_productformat.htm Is the default template**
Xcategoryproducttemplate	**Yes**	**Use the template specified with the category to display these products. This allows you to have different templates for different products**

29.3 Shop Configuration Options

The Configuration options can also be used with templates.

Xsortproducts	**Cname**	**How products are sorted**
Xfeaturesort	**Featurename**	**How features are sorted**
Xproductselect	**Yes**	**Allows purchasing of multiple products on a page**
Xdisplaycategoryimages	**Yes**	**If a category image is available, display it at the top of the page**
Xdisplaycategoryfiles	**Yes**	**If the category of products being displayed has data in the catextra field, it is displayed at the top of the page**
Xpriceloggedinonly	**Yes**	**Display prices only if the customer has logged in**
Xdisplayprices	**No**	**Suppresses the price display**
Xproductcatalogonly	**Yes**	**Does not allow person to order from the shop**
xfeaturesrequired	**Yes**	**The customer must select all features for a product**
xgeneratesku	**Yes**	**Combines product code and codes defined in featureother field to generate a sku. This cannot be used with select lists since they both use the same field**
xproductdisplaysaving	**Yes**	**Displays the savings (difference between retail price and your price)**
xproductfiltering	**Yes**	**Allows customers to select values from a product display and to resort the display. A filtering display appears at the bottom of the product display.**
Xproductmaximumquantity	**Yes**	**The maximum quantity field in the products table will be used**
Xproductminimumlist	**Yes**	**The number of entries in a drop downlist created. It is used when product must always be purchased in multiple amounts. If the xproductminimumquatity is set to No but there is a value in the product minimumquantity field, a dropdownlist is created. This is the number of entries in that list.**
Xproductminimumquantity	**Yes**	**Use the minimum quantity field as a lower limit for that specific product**
xproductpagingnextprevious	**Yes**	**Rreplaces the page numbers at the bottom of the page with next and previous buttons or text**
Xproductquantitylimit	**9999**	**The maximum number of any one product that can be bought. You can also set a minimum quantity in the product record itself to force customers to buy a minimum amount.**
Xproductsperpage	**10**	**The number of products displayed per page**

29.4 Changing the Template by category

The template being used can be constant, can change by category or it can change on an individual product but cannot be mixed when multiple products are displayed on page.

By default the template **tmp_productformat.htm** is used. In the categories table, you can specify a value in the "category template field. Each time a category is displayed, the specific template file is used.

When a search is done to find products, the products can be in multiple categories and the default product template is always used in that case.

Another way of changing templates is to use the template name on a specific hyperlink to shopdisplaycategories.asp

```
Shopdisplayproducts.asp?id=55&template=myspecialtemplate.htm
```

In this example, products in category 55 are displayed using template file myspecialtemplate.htm

29.5 Sample Templates

Two sample templates are provided. **tmp_productformat.htm** and **tmp_productthumbnail.htm.** Templates and how they work are explained more fully in the templates section.

29.6 Template Files

Any field in the products table can be placed into your template. The field must be surrounded by brackets [field]. For example, to add the stock level of the product use [cstock].

Templates are a mixture of plain HTML and special fields.
In tmp_productthumbnail.htm, we are asking VP-ASP to substitute database values for [catalogid] and the product image [cimageurl]

```
<p align=center>
<a href="shopexd.asp?id=[catalogid]"><img border="0" src="[cimageurl]"></a>
<br><font size=1><a href="shopexd.asp?id=[catalogid]">Click here</a></font>
</p>
```

29.7 Template Special Fields

Special fields are not in the database but tell VP-ASP to add additional information. This is done to allow you to use already coded complex logic instead of just displaying a field from the database. These particular special functions can ONLY be used for formatting products in template tmp_productformat.htm.

They are NOT available for other template processing such as automatic extended descriptions.

[FORMATIMAGE SUB]	**Generate image.**
[FORMAT BUTTON SUB]	**Generate a check box or order button.**

[FORMATHYPERLINKS SUB]	**Generates reviews and tell a friend hyperlinks**
[FORMATPRODUCTOPTIONS SUB]	**Displays product features**
[FORMAT QUANTITY SUB]	**Display quantity form field**
[FORMATOVERALLRATING SUB]	**Displays review summary**
[ADD_INVENTORYPRODUCTS]	**Displays associated products**
[ADD-RATINGSUMMARY]	**Display star rating for products**

29.8 Product Thumbnails

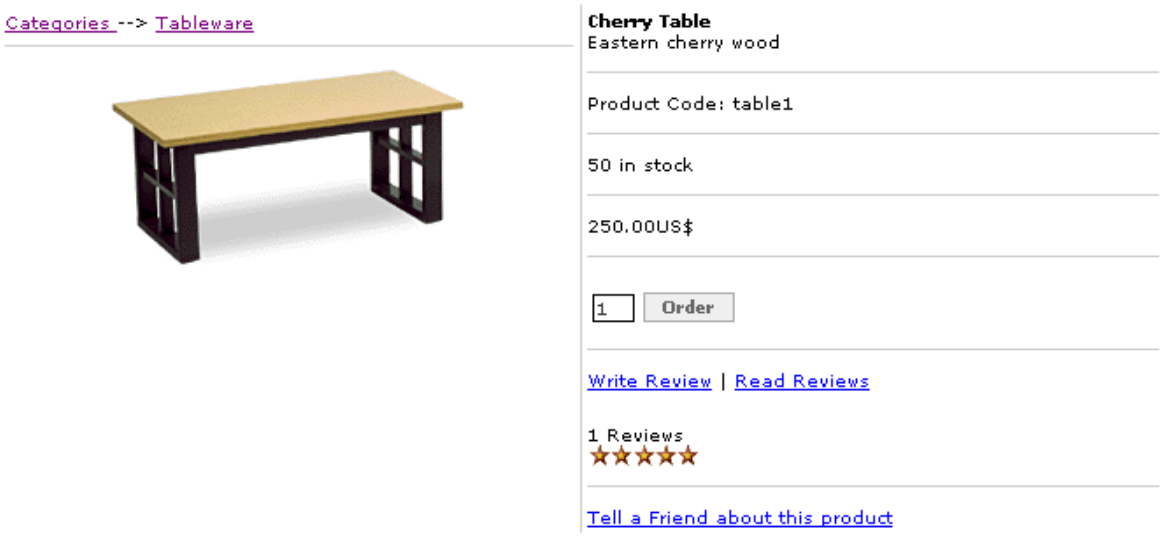
VP-ASP supports thumbnail product displays that generate a hyperlink to a detail description.

```
<p align=center>
<a href="shopexd.asp?id=[catalogid]"><img border="0" src="[cimageurl]"></a>
<br><font size=1><a href="shopexd.asp?id=[catalogid]">Click here</a></font>
</p>
```

Xproductdisplaytemplate	**tmp_productthumbnail.htm**
Xproductwithhtml	**Yes**

Sample display is shown below.

Clicking on the click here link generates the extended description, shown below.



29.9 Special functions

When using templates, the following special facilities are NOT automatically generated. It is up to you to add the correct HTML hyperlinks to the template.

- Product rating
- Tell a friend
- Ask a question
- Add to Wish List
- Make an offer

```
<a href="shopmakeanoffer.asp?id=[catalogid]">Make an offer</a>

<a href="shopquestion,asp?id=[catalogid]">Ask A question</a>

<a href="shoptellafriend.asp?id=[catalogid]">Tell A friend</a>

<a href="shopwishlist.asp?id=[catalogid]">Add to wish list</a>

<a href="shopexd.asp?id=[catalogid]">More Information</a>
```

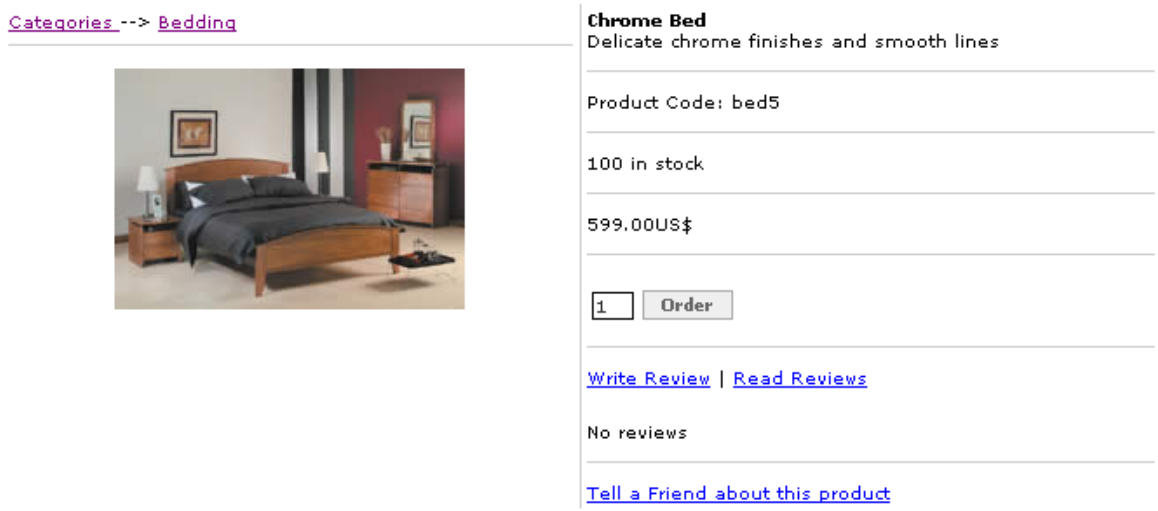
29.10 Extended Descriptions

Extended descriptions provide a means to tell customers more about your product. The shopping cart provides a program called shopexd.asp that does this function. Extended descriptions can be:

- Formatted to your style
- Display a large image or multiple images
- Be unique to a product
- Include extensive information about your products
- Automatically include an order button and quantity selection text box

29.11 Sample Product Template

The template tmp_product is the default extended description template.
The page below was generated by VP-ASP using the supplied tmp_product.htm template.



29.12 Template specific to a product

Every product record has a field called template. You can either use the default tmp_product.htm or create product specific templates and put the file name in the product record.

29.13 Shopexd.asp

Shopexd.asp can also be used stand-alone to display a description of a product. With a hyperlink you can pass two parameters

```
<a href="shopexd.asp?id=3">Display this product</a>
```

ID=xxxx is the catalogid of the product to be merged with the template
Template=xxx.htm If a template is not supplied, VP-ASP first checks to see if a template is associated with a product (the template field in the product record).

29.14 Program Files

PROGRAMMING NOTE
Programming Examples

Shopdisplayproducts.asp	**Main display products logic**
Shopproductselect.asp	**Adds multiple products to cart**
Shopproductfeatures.asp	**Features main logic and adds actual product to cart**

Shopproductfeaturesgenerate.asp	**Feature display generate**
Shoproductfeaturesprocess.asp	**Processes features selected**
Shopproductinventory.asp	**Processes inventory products**
Shopcustomerprices.asp	**Calculates customer prices**
Shopproductcreatesql.asp	**Generates SQL to display products**
Shopproductformat_template.asp	**Formatting with templates**
Shopproductformat.asp	**Formatting without templates**
Shopalsobought.asp	**Displays also bought products**
Shopfileio.asp	**Template formatting**

30 Product Features

Features a very powerful facility of the shopping cart. Features allow you to add items such as color, size, packaging or other “features” to a specific product or group of products. Features can be:

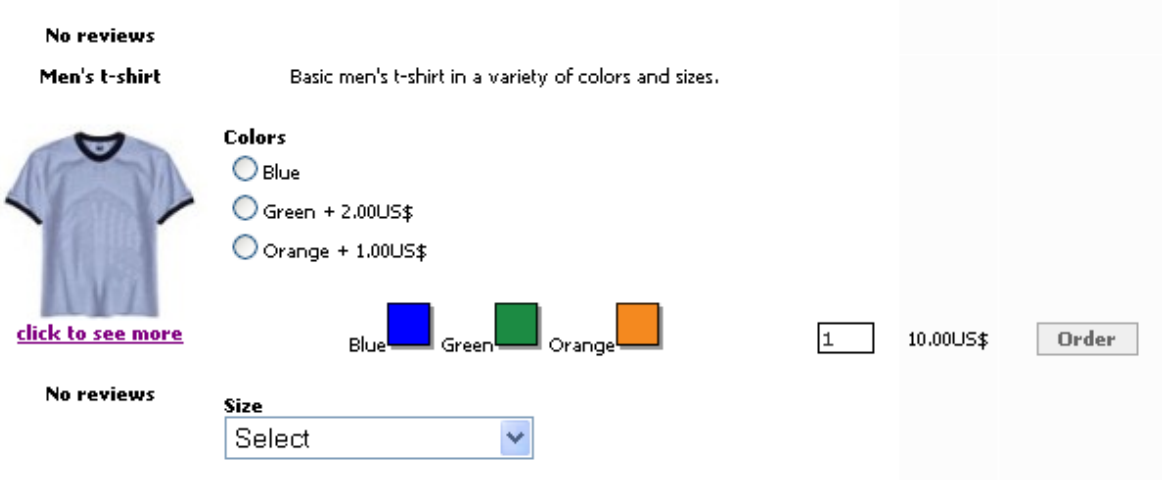
- Drop Down Lists
- Check Boxes
- Radio buttons
- User Supplied Text
- User Supplied Prices
- Quantities per feature

Other feature attributes are:

- There can be any number of features per product
- Features can all be required
- Features can be required on an individual basis
- Features can have a fixed price
- Features can have a percentage price of the main product
- Features can have an image

Features are stored primarily in the table prodfeatures but one type of feature may also be stored in the products table.

30.1 Examples of Radio and Drop Down List

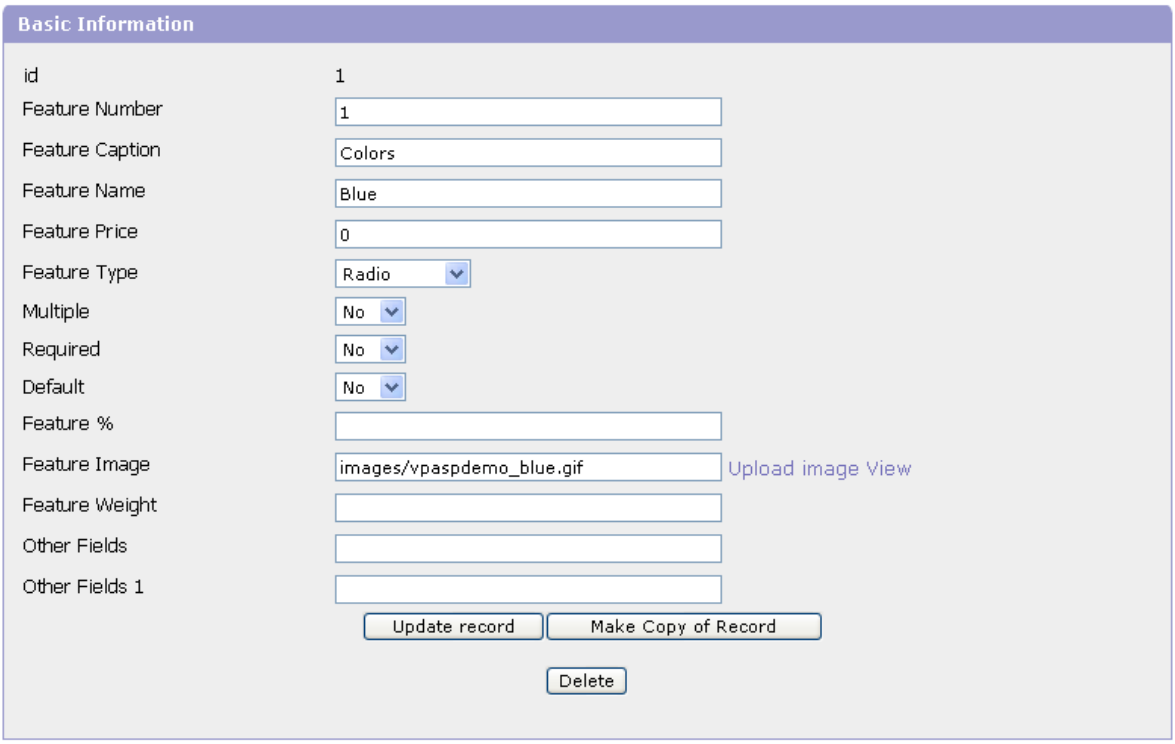


30.2 Using Features Facility

Products may or may not have features. Many products can have the same features. For example clothing may have small, medium, large, x-large. Each feature needs a number called the feature number. The feature needs a caption that describes to the customer what it is. For example Color. A feature has a name such as Blue and may or may not have a price. Features are added and changed in the Administration System.

30.3 Creating and changing product features

Features are defined in the prodfeatures table. Use the VP-ASP administration and select Edit Product features.

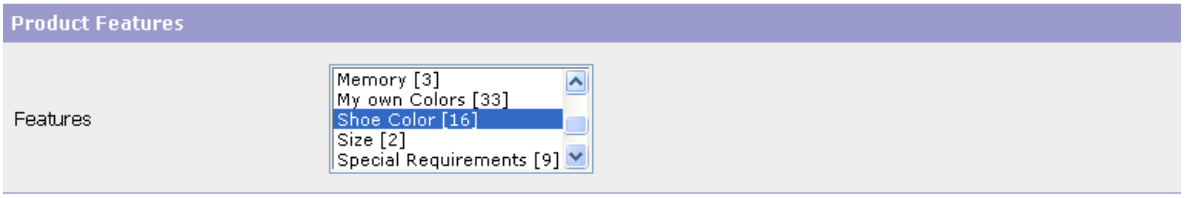


Id	**The unique record number in the prodfeatures table. It is information only**
Feature number	**Every feature needs to have a feature number. If you have three colors, they will all have the same feature number**
Feature Caption	**The caption to appear with the feature**
Feature name	**The unique name of this feature. In this case the Blue. Two other records will have different colors**
Feature Price	**A feature can be free or have a price**
Feature Type	**One of the allowed feature types: radio, dropdown, selectlist, checkbox, usertext, quantity, textarea, qtyproduct**
Featuremulti	**If multiple selections for this feature are allowed, use Yes**
Featurerequred	**Yes means the feature is required**
Feature image	**An image to be displayed when the feature is displayed**
Feature weight	**Weight used in shipping calculations**
Other fields	**Unused**

30.4 Assigning Features to a product

Once a feature has been created in the prodfeatures table, it now needs to be associated with a product. Say you create feature number 33. It has three records. They all have feature number 33 but will have individual feature names and possibly different feature prices.

Edit the product you want to assign the feature to and select feature 33 from the drop down list on the edit product page. Below is a fragment of the normal add product form That shows new feature call My Own Colors [33].



30.5 Radio Buttons

A radio button allows the customer to select only one of the values within the feature. When editing the prodfeatures table use the following values:

Feature Type=Radio
Feature Caption should be the same for all items with same featurenum
Feature Name should be the individual different buttons
Feature price optional price associated with feature

The feature will appear like this:

30.6 Check Boxes

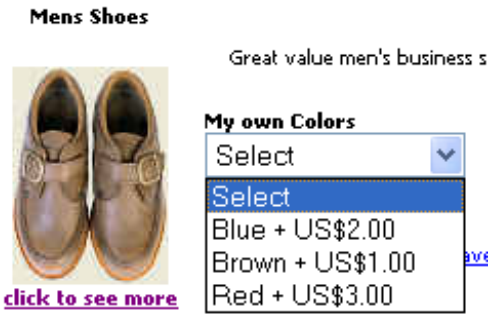
A checkbox always allows a customer to select multiple values. That is its major difference from a radio button

Feature Type=Checkbox
Feature Caption should be the same for all items with same featurenum
Feature Name should be the individual different buttons
Feature price optional price associated with feature
Multiple MUST be selected. Otherwise checkbox will revert to radio button

30.7 Drop Down List

A drop down list allows customer to select one value unless Multi is specified. In that case the customer can choose multiple values.

FeatureType=DropDown
FeatureCaption should be the same for all items with same featurenum
FeatureName should be the individual different buttons
Featureprice optional price associated with feature
FeatureMulti Optional. Use Yes to allow multiple selections



30.8 Selection List

Sometimes using features becomes too complex. This happens when a range of products has almost the same set of features but not exactly. For example if colors are unique to each shirt. SelectList is a field in the products table where you simply enter the colors (or whatever feature) into that field. For example, select lists always appear as a drop down list

---

Grey, Blue, Red

Feature type=SelectList
Feature Caption should be the value to be placed above the text box

---

30.8.1 Creating A Select List

To use SelectList as a feature, you must create one feature in the ProdFeatures table and assign this feature to the product. The FeatureCaption field will be used as the header for the dropdown list.

The next step is to create the list by editing the actual product record. In the **Selectlist** field in the product record, you create the values you want. To assign prices to any of the options using [price] for example

grey [2.00],red,blue [3.00]

grey has a 2 dollar price, red has no additional price and blue is 3 dollars additional. The select list can only be edited using the Advanced edit menu.

30.9 Additional Select Lists

If you need additional fields in the products table to be used to generate select lists, use the **featureother** field in the prodfeatures table. For example create an additional select list using the pother3 field in the products table, set the following in the prodfeatures table.

Feature type=selectlist
Feature caption=My Other sizes
Feature other=pother3

VP-ASP will now look in field **pother3** and generate dropdown lists for anything in that field. It will have the same format described above. There are no limits to the number of select fields you can have. Select list cannot be multi selection. They generate a drop down list only and not radio buttons.

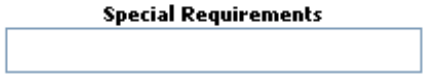
30.10 User Supplied Text

This feature allows a customer to enter text that will be stored with the product information.

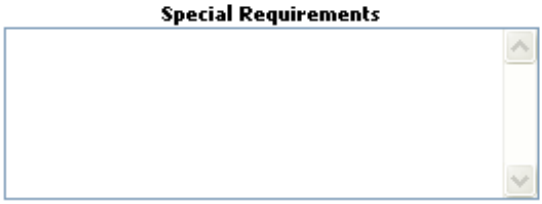
There are two type of text fields.

Feature Caption is name to appear above text box
FeatureType=UserText

It is possible to allow the customer to enter his or her own details. The caption for the feature is the Feature Caption field. The feature name field is unused.



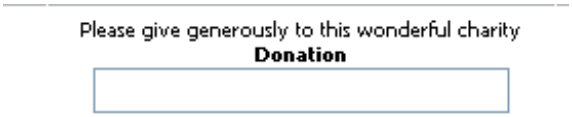
If the feature type is a **Textarea**, then a multi line textarea is generated instead of a single textbox.



30.11 UserPrice

UserPrice can be used where the merchant wants the customer to enter his or her own amount. This can be used for example in taking donations.

Feature Type=UserPrice
Feature Caption should be the value to be placed above the text box

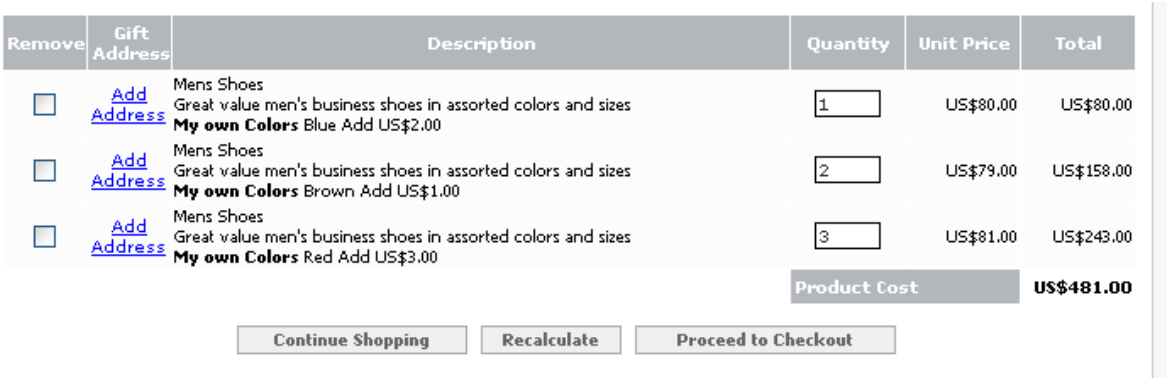


30.12 Quantity or QtyProduct

A quantity type feature allows a customer to select x of one type and y of another. Only one feature type quantity or qtyproduct of these is allowed per product and if specified it is automatically required.

The difference between feature type Quantity and feature type Qtyproduct is that Qtyproduct clones the product and will add one line item per option selected. Quantity will put all the selected options in the same product as one item in the cart.

When added to the cart using qtyproduct, the cart will have three different items



Remove	Gift Address	Description	Quantity	Unit Price	Total
☐	Add Address	Mens Shoes Great value men's business shoes in assorted colors and sizes **My own Colors** Blue Add US$2.00	1	US$80.00	US$80.00
☐	Add Address	Mens Shoes Great value men's business shoes in assorted colors and sizes **My own Colors** Brown Add US$1.00	2	US$79.00	US$158.00
☐	Add Address	Mens Shoes Great value men's business shoes in assorted colors and sizes **My own Colors** Red Add US$3.00	3	US$81.00	US$243.00
			Product Cost		**US$481.00**

Continue Shopping | Recalculate | Proceed to Checkout

30.13 Configurator

The Kit Configurator is designed to allow a customer to choose from many different features for a product. The price dynamically changes on the page before the customer adds the product to the cart. It is primarily designed for products with many features.

30.13.1 Link to Configurator

There is no link directly built into VP-ASP. If you wish to use this facility you must create your own hyperlink

---

Shopkitconfig.asp?catalogid=6

The catalogid is the product catalogid. Six above is just an example.

30.13.2 Restrictions for configurator

Currently the configurator supports only drop down lists. You set up product features as per normal in the prodfeatures table.

30.14 Making Features Required

In Shop Configuration, set the following value if all features must be selected

Xfeaturesrequired	**Yes**

There is also a field in the ProdFeatures table called “Feature Required”. If only a specific feature is required, then set that value to Yes.

30.15 Program Files

PROGRAMMING NOTE
Programming Examples

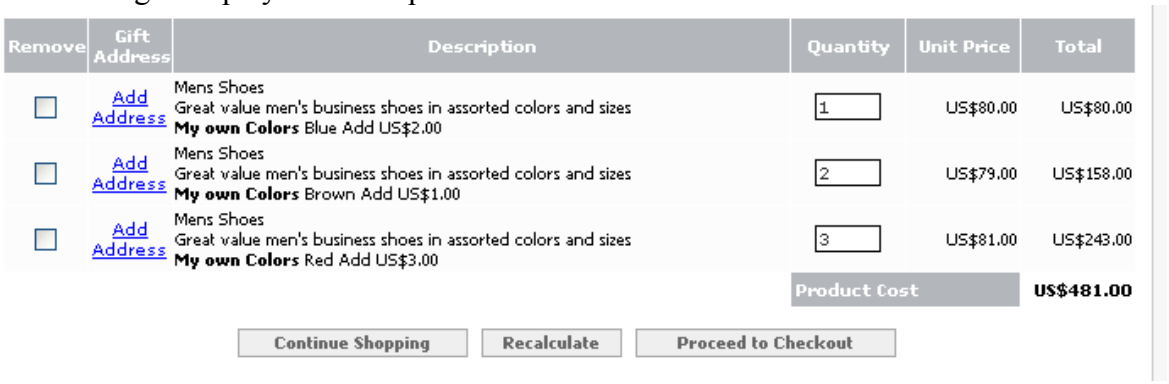
Shopprodfeatures.asp	**Adds product to cart**
Shopproductfeaturesgenerate.asp	**Generates feature display**
Shopproductfeaturesprocess.asp	**Processes customer selection of features**

31 Shopping Cart Display

The shopping cart display is relatively static.

A number of things can be configured including:

- Which product fields to add to the cart
- Colors and fonts
- Whether to allow quantity changes
- Use a hyperlink instead of a checkbox to remove items
- Add a delivery address per product
- Allow customer to save the cart on their own PC – Cookie Wish List
- Allow customer to save cart on server – Permanent Wish List
- Images displayed for the product



31.1 Shop Configuration values

31.2 Cart Description

31.3 Deleting Cart Items

31.4 Buttons as Images

31.5 Buttons

31.6 Changing Colors and Fonts

31.7 Delivery Address

31.8 Delivery Address Form

31.9 Delivery Display in Shopping Cart

31.10 Program Files

PROGRAMMING NOTE
Programming Examples

Shopcartformat.asp	**Formats shopping cart**
Shophandling.asp	**Calculates handling cost**
Shopdiscount.asp	**Calculates discounts**
Shopuserprice.asp	**Calculates quantity discounts**
Shopcartspecialhandling.asp	**Handles buy one get one free**

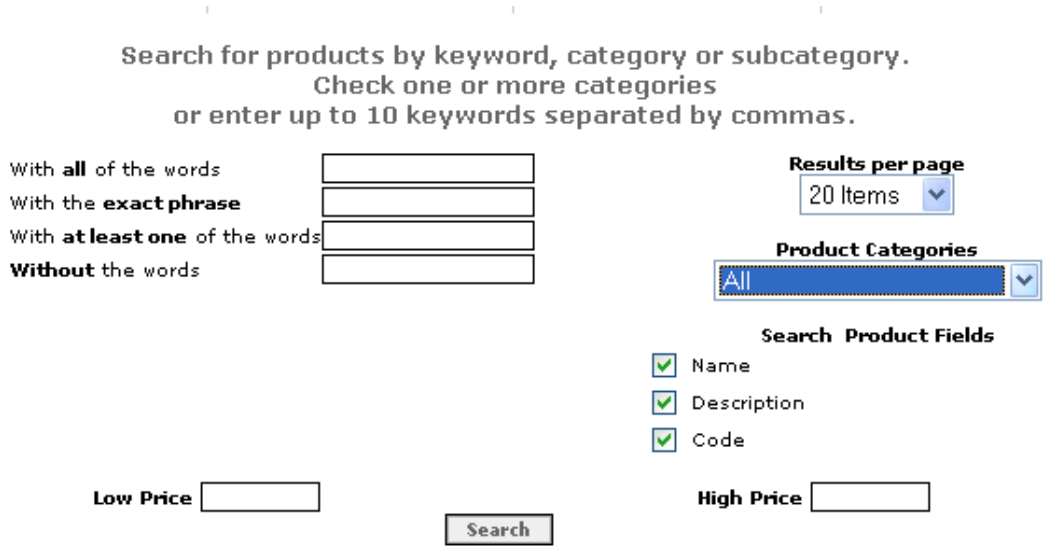
32 Searching

Search is an import part of the shopping cart. Vp-Asp provides a number of methods to do searches:

- Search form
- Facility to search for products via hyperlink or form. This is called shopqwuery.asp
- Ability to create your own SQL and use VP-ASP to display the results.
- Ability to control which fields are included in the search
- Search by category/subcategory as well as keywords

32.1 Standard Search form

The standard search form is shown below.



Using the categories drop down list along with the key word boxes on the left side, you can limit what is being searched.

32.2 Shop Configuration

32.3 Hyper linking to shopsearch.asp

32.4 Creating a form on your page to do searching

32.5 Displaying Products by any Criteria

32.6 Using a hyperlink

32.7 Shopquery using a Form

32.8 Search fields starting with a character

32.9 Limitations and lowprice

32.10 Debugging Search Problems

PROGRAMMING NOTE
Programming Examples

32.11 Creating your own Search

PROGRAMMING NOTE
Programming Examples

32.11.1 Programs added in last 10 days

32.12 Program Files

PROGRAMMING NOTE
Programming Examples

Shopsearch.asp	**Main search form**
Shopproductcreatesql.asp	**Creates sql for search**
Shopquery.asp	**Generates product specific search**
Shopsearchsubs.asp	**Used as part of shopsearc to generate the form**

33 Shop Administration

Shop administration is for the merchant or web developer and not for the customer. The administration facilities include:

- Add, delete and modify products
- Add, delete and modify any other VP-ASP table
- Define administrator userids
- Define menus and tasks for each administrator
- Restrict administrators to viewing or updating specific tables
- Display sales reports
- Display stock low reports
- Perform searches of the database
- Export data from tables
- Mail to selected customers
- Configure most of VP-ASP options
- Send messages to customers via order tracking *
- Create Projects for special payments *
- Display affiliate reports *
- Display customer reports and details

33.1 Login to Administration

33.2 Anti Hacker Facilities

33.3 Predefined userids

33.4 Passwords and Userids

33.5 Main Administration menu

33.6 Merchant Details

33.7 Other Merchant Details

33.7.1 My Company fields

33.8 Editing VP-ASP Tables

Any table can be edited. Permission is required to edit a table. By selecting Edit VP-ASP Tables, you will see a list of tables that you are permitted to view and edit.

33.8.1 Selecting a table

When table is selected, you are directed to the next file shopa_editdisplay.asp.

33.9 Edit, View any VP-ASP table

This is a general-purpose routine to generate a table for the rows in any table in the database. From this menu you can:

- Sort records
- Select fields to display
- Locate a specific record
- Mail to customers
- Export records from a table
- Delete Records
- Edit Records
- Add a Record

33.10 Standard Table Editor

33.11 Advanced Table Editor

33.12 Checkboxes

33.13 The control bar

33.14 Deleting Records

33.15 Bulk Mailing to Customers

33.16 Exporting Records

33.17 Export values

filename (cname)	**The name of the file to be created. If left empty, the export will be to your browser. This cannot be a full URL but it can be a full drive path such as c:\exports\orders.txt or it can be orders.txt**
Directory	**This is the file directory where the file is created. This needs to have write permissions. If you leave it empty, the file will be written to the same location as the VP-ASP files. In most cases this directory is read-only and the export will fail.**
Delimiter	**Each field will be separated by this character. Normally it is a semi-colon (;)**

33.18 Editing Records

33.19 Administrative Menus

33.20 Administrative Userids

33.20.1 Restricted Administrator

A restricted administrator is limited to editing products that they have created.

33.21 Importing Data

33.21.1 Bulk Import Fields

33.21.2 Import data format

33.22 Program Files

PROGRAMMING NOTE
Programming Examples

Shopadmin1.asp	**Main administrative menu**
Shopa_user_control.asp	**Update admin userids**
Shopa_menu_control.asp	**Update administrative menus**
Shopa_export.asp	**Export records**
Shopa_exportsetup.asp	**Export form**
Shopa_mailsetup.asp	**Mail set-up form**
Shopa_mail.asp	**Bulk mailing**
Shopa_editdisplay.asp	**Edit display for any table**
Shopa_editrecord.asp	**Raw record editor**
Shopa_tableselect.asp	**Table selection menu**
Shopa_import.asp	**Imports data**

34 Adding a Category

The shopping cart requires that there be at least one category. Categories can be any number. Categories can have sub categories to any depth. The only difference between a category and a sub category is that a category links back to a higher category in the highercategoryid field.

The highest level category has 0 in the higher category field.

34.1 Add a new Category

34.2 Program Files

PROGRAMMING NOTE
Programming Examples

35 Adding a product

The product form is quite daunting. But only four fields are actually required:

- Product Name
- Short Description
- Product Price
- Product category

Everything else is optional.

35.1 Product Form

35.2 Pricing and Stock Control

35.3 Categories

35.3.1 Categories - Prodcategories table

35.4 Product Features

35.5 Cross Selling Products

35.6 Other Fields

35.7 Advanced Fields

35.8 Installments

35.9 Inventory Products

35.10 Language

35.10.1 New Translation

35.11 VP-ASP Configuration Options Adding Products

35.12 Suppliers

36 Currency Conversion

The shopping cart is designed to display products in different currencies based on a table lookup. By setting up the proper exchange rates customers can see the approximate price of their products in other currencies.

The shopping cart uses only one currency as the main currency. The others are for display only.

36.1 Setting the Default Currency

36.2 Sample Product Displays

36.3 Shop Configuration Values

36.4 Finding Exchange Rates

37 Security

VP-ASP provides extensive security features including:

- Ability to totally hide the administrative side of the shopping cart
- Security for the database
- Ability to set and assign userids with different privileges
- Ability to check for hackers and prevent them from shopping in your store
- Encrypting credit cards
- Supports both standard SSL and shared SSL
- Ability to email on successful login to administrative system
- IP checks on Administrative logins

37.1 Passwords and Userids

37.2 Database

37.3 Hide Administration pages

37.4 Double Login Password

37.5 Credit cards

37.6 Removing Extra Files

37.7 Preventing hackers from shopping

37.8 IP Checking Login to Admin System

37.9 Email on Login to Admin System

37.10 Catching Bogus Orders - IP to Country

37.11 Assigning Tables to Users

37.12 Program Files

PROGRAMMING NOTE
Programming Examples

Shopadmin.asp	**Main admin logon page**
Shopiptocountry.asp	**Tests IP address to country by database lookup**

DIAG_	**Diagnostic tools that should be removed from a live site**
Con…	**Conversion tools that should be removed from a live site**

38 Configuration Summary

39 Search Engine Optimization

The shopping cart has a number of facilities to assist in search engine optimization. These facilities include:

- Static HTML generation
- Dynamic titles and meta-tags

A second benefit of static HTML is that it can be placed on other media such as CDROM or DVD and distributed as a static catalog.

39.1 Static HTML Generation

39.1.1 Browser output

39.1.2 Index.htm

39.1.3 Category Files

39.1.4 Product Files

39.2 Templates used in Generation

39.3 Optimizing Search Engine Fields

39.4 Restrictions on product template

39.5 Dynamic Meta Tags in normal VP-ASP generated files

39.5.1 InsertUrchinStatus

39.6 Program Files

PROGRAMMING NOTE
Programming Examples

40 Split Databases and Other Databases

The concept of split databases was to improve the performance of Microsoft Access databases in a dynamic environment. This allows you to move, some or all tables into their own separate databases. Some tables cannot be moved.

When using split databases, certain tables must be in the same database. The chart below illustrates which tables can be split from the main database and what tables must be in the separate database.

40.1 Split Database Example

40.2 Using Other databases

40.3 Example of using Other databases

40.3.1 Changing Shop Configuration

40.3.2 Assigning Tables to an administrator