



## **WEBSITE DESIGN INTEGRATION GUIDE**

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## Integrating Site Store Professional With Your Website Design.

Now that you have successfully installed Site Store Professional, you can begin to integrate the online store to match your website design.

Site Store Professional comes with a basic website and sample online store. The sample website and store layout is designed as a “starting point” to allow you to either create an online business from scratch or add shopping cart (ecommerce) functionality into an existing website’s design.

Site Store Pro was specifically created to integrate seamlessly into any existing website design layout. However, you are free to modify the included sample layout and use it as the basis for your entire website design.

Site Store Pro separates the ecommerce data (product information) from the website design (layout). Site Store Professional is not a limited ‘template-driven’ shopping cart system where you select a pre-defined design and then add your products. Site Store Pro gives the store owner, website designer or store developer complete design freedom while retaining control over the online store content through the web-based admin system.

### **DYNAMICALLY-GENERATED CONTENT & THE SITE DESIGN**

Although the site design of a Site Store Pro-enabled online store can be changed to match any specific color scheme and layout, the majority of ecommerce text elements such as product option labels (size, color, qty, price. etc), customer registration field labels (first name, last name, address, etc) and descriptive text content sections are controlled via the web-based admin system.

The “dynamic” or database-driven ecommerce content is separated from the website design to allow frequently updated text and shopping cart features to be design-independent. This allows the site developer to modify the online store data without having to change the site design pages (HTML). The separation of the design and data also allows ecommerce-related content to be instantly visible on the store without requiring an FTP file upload to refresh the website content.

Although the online store pages (product display, shopping cart, checkout, etc) have content controlled through the web-based admin system (dynamically) , the main text area in the “root” pages of the sample store such as “about us”, “customer service” and “contact us” is not controlled dynamically. These pages can be modified directly using any HTML editor to add “static” (non-dynamic) text and image based content. The root pages content are not controlled via the web-based admin because many users upgrade existing websites with Site Store Pro and already have the main website content finished and only use the online store functionality.

## Changing The Design Of The Online Store

The design layout (look and feel) of the online store is controlled by modifying the html of specific .asp pages as well as editing the .css files that format those pages.

The majority of the files that can be edited to change the design of the online store are located in the following four (4) installation folders:

**/store**  
**/myaccount**  
**/checkout**  
**/css**

The remaining editable design files are located in the root directory of website. See the section called 'Design-Files List' for complete list of all editable files in Site Store Professional.

The files located in the four (4) folders and the root directory can be modified using any commercial WYSIWYG html editor such as Adobe Dreamweaver or they can be edited "by hand" using any text editor such as NotePad.



### USING THE DREAMWEAVER (.DWT) TEMPLATES TO MODIFY THE SITE DESIGN

Site Store Pro includes Dreamweaver template files to simplify design modification and site updates for Dreamweaver users. The Dreamweaver template files will automatically update the demo store design if modified in the Dreamweaver design environment. For information on using .DWT files, please consult your Dreamweaver help system.

The following Dreamweaver Template files are included with Site Store Pro and located in the /templates/ directory:

- **main\_store.dwt.asp** > Updates root website pages, store catalog and product display files in the /store/ folder
- **shopping\_cart\_store.dwt.asp** > Updates the shopping cart display page. ( /store/shopping\_cart.asp)
- **checkout\_store.dwt.asp** > Updates the store checkout pages in the /checkout/ folder
- **myaccount\_store.dwt.asp** > Updates the account registration page and my account pages in the /myaccount/ folder
- **sitestorepro\_admin.dwt.asp** > Updates the back-end admin layout. (\*\*\*) We recommend not changing this file and using admin scheme display option inside the web-based admin instead\*\*\*\*)

After modifying a .dwt file in Dreamweaver, you must save the file, allow the "update" process to complete and then upload the modified site files to the online webserver. After modifying the included .DWT files in Site Store Pro, the following folders should be uploaded to the online webserver: **/store, /checkout, /myaccount**. The following files in the root of the sample store should also be uploaded after modifying main\_store.dwt.asp: **default.asp, about.asp, testimonials.asp, terms.asp, privacy.asp, customer\_service.asp, contact.asp**. (Note: If you are using your own root files from a previous website design, you will not need to upload any files from the root directory when making changes to main\_store.dwt.asp)

**Note: DWT templates are for Dreamweaver users only and are not required to modify the design of the store. The store design can be modified by any HTML-editor.**

## WHAT CONTENT IS REQUIRED ON THE DESIGN-RELATED PAGES?

The following elements (content) are always required and should not be removed when modifying the editable (design-related) files listed in the next section:

### DO NOT REMOVE....

1. **Any code located above the <html> page tag.** This is the dynamic ASP code that accesses the information in the Site Store Pro database.
2. **CSS files attached (linked) to the page between the <head> ...</head> tags.** You can add additional CSS files to the page(s) but do not remove the existing CSS declarations.
3. **The content located in the main body of the page between <!--Main Content Start--> ... <!--Main Content End--> .** The code located between those two HTML comment tags is the primary display for the dynamic, database-driven content.
4. **Any code located below the </html> tag on the bottom of the page.** This code closes out connections to the database and releases code variable declarations.

**Removal of any of these 4 sections (elements) may break the functionality of the specific page.**



### IMPORTANT DREAMWEAVER USER DESIGN TIPS:

When modifying the site files using the included Dreamweaver DWT template files, DO NOT rename or remove the editable region called '**MainBody**'. The **MainBody** editable region is located between the <!--Main Content Start--> ... <!--Main Content End--> html comment tags and contains the primary content for the page. Renaming or removing the **MainBody** editable region will break the auto-update process and could render the shopping cart inoperable.

Also, when editing the template files in Dreamweaver with your own design, use caution not to accidentally delete the CSS file includes that are already on the page. If you site design requires additional CSS include files, simply add them to the page but do not remove the existing CSS links.

## EDITABLE (DESIGN-RELATED) FILES LIST

Below is the complete list of all design-related (editable) files in the Site Store Pro online store installation. All other folders and files included in the Site Store Pro installation are related to the operation of the shopping cart and should not be edited.

- /default.asp
- /about.asp
- /testimonials.asp
- /terms.asp
- /privacy.asp
- /customer\_service.asp
- /contact.asp
- store/default.asp
- store/search.asp
- store/store\_results.asp
- store/item\_view.asp
- store/recommended\_items.asp
- store/shopping\_cart.asp
- store/error.asp
- store/file\_not\_found.asp
- myaccount/login
- myaccount/login
- myaccount/default.asp
- myaccount/customer\_manager.asp
- myaccount/customer\_manager\_preview.asp
- myaccount/thankyou.asp
- myaccount/verify.asp
- myaccount/order\_details
- myaccount/verify.asp
- myaccount/rewards.asp
- myaccount/rewards\_join.asp
- myaccount/rewards\_confirmation.asp
- checkout/checkout\_start.asp
- checkout/order\_options.asp
- checkout/gift\_recipient.asp
- checkout/order\_review.asp
- checkout/order\_error.asp
- checkout/order\_confirmation.asp
- css/main\_stylesheet.css
- css/site\_store\_pro.css
- css/site\_store\_pro\_store.css
- css/site\_store\_pro\_search\_results.css
- css/site\_store\_pro\_product\_view.css
- css/site\_store\_pro\_tell\_a\_friend\_form.css
- css/site\_store\_pro\_shopping\_cart.css
- css/site\_store\_pro\_checkout\_start.css
- css/site\_store\_pro\_account\_login.css
- css/site\_store\_pro\_customer.css
- css/site\_store\_pro\_account\_Retrieve.css
- css/site\_store\_pro\_checkout\_order\_options.css
- css/site\_store\_pro\_checkout\_order\_review.css
- css/site\_store\_pro\_error\_page.css
- css/site\_store\_pro\_my\_account.css
- css/site\_store\_pro\_checkout\_order\_details.css
- css/site\_store\_pro\_mail.css

## EDITABLE (DESIGN-RELATED) FILES REFERENCE

Below is a detailed description (reference) of editable design-related files in Site Store Professional. The editable design-related files can be directly modified using a WYSIWYG HTML editor or updated using Dreamweaver .dwt template files to change the layout (look and feel) of the Site Store Pro online store.

### ROOT WEBSITE DESIGN FILES

**/default.asp** (Website Home Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart, search bar and random home page item display include files. )

*Dreamweaver Template: main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/about.asp** (Website "About Us" Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart and search bar include files.)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/testimonials.asp** (Website User Testimonials Page. User-Submitted Testimonials are stored in the database and can be managed through the web-based admin in the Store Setup > Testimonials Section. Page content and form labels can be edited on the page directly and are not controlled through the web-based admin with the exception of the quick cart and search bar include files.)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/terms.asp** (Website Terms Of Use Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart and search bar include files.)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/privacy.asp** (Website Privacy Statement Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart and search bar include files.)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/customer\_service.asp** (Website Customer Service Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart and search bar include files. )

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

**/contact.asp** (Website "Contact Us" Page. Page content can be edited directly and is not controlled through the web-based admin with the exception of the quick cart display and search bar and home page item displays. For information on these include files, please consult the design reference section for the default.asp page.)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*

## /STORE/ FOLDER DESIGN FILES LIST

The STORE folder contains the main pages for the online store such as product search and display, item details (view) and the shopping cart display.

When editing the pages below do not remove the content above the <html> tag, do not remove the content between the <!--Main Content Start--> ... <!--Main Content End--> section in the body of the page, do not remove the content below the </html> tag and do not remove the attached CSS Files. (The CSS files may be edited to format the pages but do not remove the linkage from the page(s))

**store/default.asp** (Main Online Store “Entry” page that display the welcome message to the store and displays featured items and special (sale) items. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Store & Item Display Setup > Store URL (Website Address) & Default Page.*)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_store.css*

**store/search.asp** (Advanced search form page for the store. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Store & Item Display Setup > Item Search Configuration.*)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_search\_results.css*

**store/store\_results.asp** (Search Results & Item Listing Page For The Store. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Store & Item Display Setup > Item Search Configuration.*)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_search\_results.css*

**store/item\_view.asp** (Item (Product) Details Page For The Store. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Store & Item Display Setup > Item Display Configuration.*)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_product\_view.css*

**store/recommended\_items.asp** (Intermediary Page that is displayed to the user when they added an item to the shopping cart and that item has a “cross-selling” product associated with it that is to be displayed on this page before the user is shown their shopping cart. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Shopping Cart Setup > Shopping Cart Configuration.*)

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_product\_view.css*

**store/shopping\_cart.asp** (Shopping Cart Display Page. This page displays the items once they have been added to the store’s shopping cart. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Shopping Cart Setup > Shopping Cart Configuration.*)

*Dreamweaver Template : shopping\_cart\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_shopping\_cart.css*

## **/STORE/ folder editable design pages list continued...**

**store/error.asp** (Store Error Page. This page displays site and store error messages. Example: Product not found or invalid search URL.).

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_error\_page.css*

**store/file\_not\_found.asp** (This page can be uploaded to your web hosting account (webserver) to provide a custom file not found (404) error page. This page is not required to use Site Store Pro).

*Dreamweaver Template : main\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_store.css*

## **/MYACCOUNT/ FOLDER DESIGN FILES LIST**

**The MYACCOUNT folder contains the pages for the user account registration, account login, “my account” area and rewards program.**

When editing the pages below do not remove the content above the <html> tag, do not remove the content between the <!--Main Content Start--> ... <!--Main Content End--> section in the body of the page, do not remove the content below the </html> tag and do not remove the attached CSS Files. (The CSS files may be edited to format the pages but do not remove the linkage from the page(s))

**myaccount/login.asp** (Customer login page to access the MyAccount area. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Account Manager Setup > Account Login Page Configuration & Content.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_account\_login.css*

**myaccount/login\_retrieval.asp** (“Forgot My Password” page. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > Login Information Retrieval (“Forgot My Password”) Page Content.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_account\_Retrieve.css*

**myaccount/default.asp** (My Account Section home page. Contains users’ order history, downloads, wishlist and customer profile manager.. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Account Manager Setup > My Account Page Configuration & Content.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_my\_account.css*

**myaccount/customer\_manager.asp** (This page controls BOTH the user registration form and the user profile update form. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Registration Setup > User Registration Configuration & Content (Retail and/or Wholesale)**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_customer.css*

## /MYACCOUNT/ folder editable design pages list continued...

**myaccount/customer\_manager\_preview.asp** (This page is NOT viewable by customers and is only used to preview the registration form(s) from the admin system. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Registration Setup > User Registration Configuration & Content (Retail and/or Wholesale)**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_customer.css*

**myaccount/thankyou.asp** (This page is displayed to the user after account registration if they do not have an items in their shopping cart. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Registration Setup > User Registration Configuration & Content (Retail and/or Wholesale)**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_customer.css*

**myaccount/verify.asp** (This page is displayed to the user after registering if they need to verify their email address before their registration is activated. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Registration Setup > User Registration Configuration & Content (Retail and/or Wholesale)**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_customer.css*

**myaccount/order\_details.asp** (This page display a customer's order details and is accessed by clicking on an previous order (history) link from the My Account Home page. Dynamic (Non-Design) Content for this page is controlled in the admin under **Store Setup > User Account Manager Setup > My Order Details (History) Display Content.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_checkout\_order\_details.css*

**myaccount/rewards.asp** (This is the Rewards (Affiliate) Program landing/information page. Dynamic (Non-Design) Content for this page is controlled in the admin under **Rewards > Rewards Program Configuration.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_my\_account.css*

**myaccount/rewards\_join.asp** (This is the Rewards (Affiliate) Program join page to sign-up as a rewards member. Dynamic (Non-Design) Content for this page is controlled in the admin under **Rewards > Rewards Program Configuration.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_my\_account.css*

**myaccount/rewards\_confirmation.asp** (This is the Rewards (Affiliate) Program confirmation page that is display to the user after successful registration in the program. Dynamic (Non-Design) Content for this page is controlled in the admin under **Rewards > Rewards Program Configuration.**)

*Dreamweaver Template : myaccount\_store.dwt.asp*

*CSS Files: main\_stylesheets.css, site\_store\_pro.css, site\_store\_pro\_my\_account.css*

## /CHECKOUT/ FOLDER DESIGN FILES LIST

The CHECKOUT folder contains order checkout and order confirmation pages for the online store.

When editing the pages below do not remove the content above the <html> tag, do not remove the content between the <!--Main Content Start--> ... <!--Main Content End--> section in the body of the page, do not remove the content below the </html> tag and do not remove the attached CSS Files. (The CSS files may be edited to format the pages but do not remove the linkage from the page(s).

**checkout/checkout\_start.asp** (This is the order checkout “starting” page where the customer either logs into their account or chooses to register as a new user. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Order Checkout Setup > Checkout Start Page Configuration*.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_checkout\_start.css*

**checkout/order\_options.asp** (This is the order checkout “options” page where the customer can enter their billing and credit card information, order comments and gift wrapping selections. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Order Checkout Setup > Checkout Order Options Selection (Gift Wrap, Comments, Shipping, Billing)*.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_checkout\_order\_options.css, site\_store\_pro\_customer.css*

**checkout/gift\_recipient.asp** (This page is accessed from the order options page and allows the user to enter in an alternate shipping address (gift recipient destination). Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > User Account Manager Setup > My Account Page Configuration & Content*.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_customer.css*

**checkout/order\_review.asp** (This is the final review page before an order is submitted by the customer. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Order Checkout Setup > Order Review Page Configuration & Content*.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_checkout\_order\_review.css*

**checkout/order\_error.asp** (This is the error page that will be displayed when the system cannot connect to a payment or shipping provider and cannot process the order.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css, site\_store\_pro\_checkout\_order\_options.css*

**checkout/order\_confirmation.asp** (This page will be displayed to the user after a successful order submission. Dynamic (Non-Design) Content for this page is controlled in the admin under *Store Setup > Order Checkout Setup > Order Confirmation Page Configuration & Content*.)

*Dreamweaver Template : checkout\_store.dwt.asp*

*CSS Files: main\_stylesheet.css, site\_store\_pro.css*