

ECWZ Cart v1.3 for Classic ASP Operation Instruction Manual



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Chapter 1: Store Configuration

Section a: Setting up Store information

To setup your online store, the first step would be going through the store profile section in admin back-end and fill out all the available information. These general store profile information will appear through out your eCommerce site such as Meta title of the web site and order invoices of customer purchases.

Here are the items you need to fill out:

1. **Store Name:** Input your company name or online store name here.
2. **Store Address:** Input the street address and number for your online store registered address here.
3. **Store City:** Input the city where your online store is registered at.
4. **Store State:** Input the state where your online store is registered at. If your store is registered outside of United States, then please leave the selection as “Out of US”.
5. **Store Province:** Input your province only if you are located outside of United States. If your legal address does not include province information, leave this text box blank.
6. **Store Country:** Input your country information where your online store is registered at.
7. **Store Phone:** Input the contact phone number information for your online store here.
8. **Store Fax:** Input the fax number for your online store here. If your store does not have this information, just leave this text box blank.
9. **Store Email:** Input the store’s contact email address here. Be sure to put down the most current email address as this email address will be use extensively throughout the store.
10. **Store Zip:** Input the zip code of your store here.
11. **Store Logo:** Upload your store logo banner here. This logo will be used on every page of the online store. To find the most suitable dimension of your store logo banner, you might want to upload couple different banner, review the storefront and compare with each different dimension.
12. **Affiliate Banner:** This affiliate banner will be an image that you can give your affiliates to place in their web site. If you have uploaded an affiliate image, when you go to Customer Relation -> Sale Affiliation -> edit any existing affiliate, you will be able to see an instruction that contains the HTML code he/she can use for his/her site to promote the business. If you do not upload the affiliate banner, you will only see the URL (text string) your affiliates can use to promote your business.

Section B: Configuring store setting:

Store setting contains the options you can configure for your store. Be sure to go through the settings and understand what each setting is able to do for your online store before making the decision whether to turn them on or off.

Here are the items for the Store Setting Option:

1. **Regular URL:** This URL will be the URL people use to browse your store-front. Keep in mind that since the storefront files are stored in a folder called “store”, the URL to you want to use should be the URL pointing to the folder that contains the “store” folder (i.e. you would put down <http://www.ecwz.net> if this URL points to the folder that contains the “store” folder). Also, please include <http://> in the regular URL setting.
2. **Secure URL:** This secure URL setting will be used during the account management area and customer checkout section. If you decide not to use an SSL certificate, just leave this text box with the same value as the regular URL (Do not leave this field blank). If you are using shared SSL URL, then you can put down the share SSL URL here as long as this URL points to the folder that contains the “store” folder.
3. **Store Mode:** You can either set this online store to “Open” or “Close”. When you set it to open, your online visitors can do anything you configured for this online store. However, if you set it to “Closed”, then your online visitors can still browse around the online catalog. But they will not be able to do anything in regards to store operations (such as purchasing items or email items to friends).
4. **Show Stock:** You can choose to hide or display stock level for your items by using this setting. The text display will show up in the product detail page if this option is set to “Yes”. Note: This setting will not be in affect if the Stock Quantity Control is set to No.
5. **Codepage Setting:** This setting is to set the codepage for your web site. It is necessary if you are running a non-English based store. For store that uses English as the store text/language, leave the setting as “Western European”.
6. **Debug Mode:** When the debug mode is enabled, the error page will display detailed script error message returned by asp process engine. When it is disabled, the error page will display generic error message for online visitors.
7. **Currency Sign:** This is the place where you define the symbol/sign for your currency. For US based store, you can input dollar sign here (\$). For European based store, you can leave the symbol/sign for Euro (€) here.
8. **Enable Shipping Address:** By enable shipping address, during the order checkout, it will give online visitors the options to ship order to non-billing address. If you wish to force your customers to ship items to billing address only, then set this setting to “No”.
9. **Payment Gateway:** This setting tells this online store which credit card processing method you want to use for credit card payments. If you do not have any credit card payment gateway but still wish to process credit card orders, then choose “Credit Card – Offline Charge”. This will simply save the credit card information to the order database so you can go back to credit card information and charge customer manually under order management area. If you do not plan

to take any kind of credit card payment, go to Store Configuration -> Gateway Configuration and turn off the Offline Credit Card option.

10. **Download Directory:** This directory would be the location where the upload of your digital goods would go to. If you are unsure what to put down, then just leave it with the default value. One quick hint is that, by leaving the value as “/download/”, this means the digital goods will be stored in the “download” folder at the same level as the “store” folder.
11. **Image Directory:** This directory would be the location where you stored the product images. If you are unsure what to put down, then you can simply leave this as it is. One quick hint is that, by leaving the value as “/pimages/”, this means the digital goods would be stored in the “pimages” directory at the same level as the “store” folder.
12. **Max Quantity per Item:** This setting defines the max quantity of a unique item an online customer can add to shopping cart basket. Put down “-1” if you do not wish to define a limit for this option. Example: If you only want user to add max 20 units of laptop, then put down “20” here (without the open and close double quotation).
13. **Max Quantity per Cart:** This setting defines the max quantity of unique items an online customer can add into the shopping cart. Example: If you only want user to add 5 different items into shopping cart, then you can put down “5” here. If you do not wish to set a limit, then put down “-1” (without the open and close double quotation).
14. **Order Prefix:** This setting defines the prefix for each order ID. If your order looks like oID1777, then put down oID in the text box.
15. **Calculate Shipping Tax:** If you wish to charge customer tax on the shipping charge, then set this option to “Yes”. Otherwise, set it to “No”.
16. **Locale Setting:** Locale setting defines the regional setting for your online store. For example, if you wish to display Date in “day/month/year” format to fit the European format, then you will define the locale setting here by selecting the appropriate option.
17. **Store Customer Credit Card:** This setting will enable the online store to give online customer options to store their credit card information under their account for future purchases. Note: This setting will not affect this online store to store credit card information used for each order purchase.

Section C: Configure Store Option:

Different web hosting company provides different pre-installed COM+ components. At this Store Option section, you will be able to select the type of COM+ component and some other settings that is suitable for your online store. Some COM+ object can improve the efficiency of your online store. However, some object might back-fire if configure incorrectly.

1. **Email Component:** By default, ECWZ Cart is configured to be able to send out emails via one of the COM+ object. They are CDONTS, CDOSYS, ASPEmail, ASPMail (SMTPSVG), or JMAIL. Some email component provides abilities to

send to a “queue” while some email component does not allow SMTP authentication (such as CDONTS). If your web hosting company only allows customers to send out email via SMTP Authentication, then you might need to select ASPEmail, JMAIL or CDOSYS (Note: All the email component functions are located in /includes/3rdPartyFunctions.asp. Feel free to modify these functions to suit your need).

2. **Image Component:** As of ECWZ Cart v1.1, we have included ASPJpeg as optional image component. This component has the ability to dynamically adjust the size of image to fit the picture frame in the skin template. Therefore, if your web hosting company provides ASPJpeg as pre-installed component, we strongly recommended you to use this component to process the images of your online store.
3. **Low Stock Warning:** When you enable this setting, after customer finishes checkout, (assuming the stock control is enabled), the system will decrement the stock quantity for the items that got purchased and check to see if the remaining units of quantity is under the low stock warning number. If it is under the low stock warning level, this online store will send an email to notify the store owner about this issue. You do not have to worry about this setting if the stock control is not enabled.
4. **Download Component.** This download component will be used to process digital item delivery. ASPUpload has the ability to provide a more strict permission upon any kind of download comparing to the Window’s default ADODB stream approach.
5. **SMTP Server:** This setting controls the SMTP server where your store will be relaying email out to. If you are unsure what to put down, contact your web hosting company.
6. **SMTP Authentication:** Some web hosts will only allow their customers to send email out via SMTP authentication. If you set this setting to “Yes”, then you will have to input the SMTP user name and password in the next 2 text box. Keep in mind some email component (such as CDONTS) does not support SMTP authentication.
7. **SMTP User:** If your SMTP server requires SMTP authentication, then you will input the SMTP user id here.
8. **SMTP Password:** If your SMTP server requires SMTP authentication, then you will input the SMTP password here.
9. **HTML Email Option:** By enabling this option, all the email notification sent out from this online store will be in HTML based content. Note: Some email component does not support HTML option (such as CDONTS).
10. **SMTP Port:** Some web hosts require customers to use alternative SMTP port (other than port 25) for spamming control. If this is the case, define the alternative SMTP port here. Note: some SMTP component does not support to use alternative SMTP port (such as CDONTS).
11. **Product Review Option:** Product review option enables/disables the ability for internet visitors to submit their reviews on products.
12. **Related Product Group:** Related product group enables/disables the related product group section in product detail page.

13. **Store News:** This setting will enable/disable the store news.
14. **Download Good:** This setting enable/disable the Download section in the account management section.
15. **Store Affiliation:** This setting enable/disable the store affiliation section.
16. **Skin Selection:** You can select the available skin for your online store. To visit the available skin templates, visit <http://www.ecwz.net>.
17. **Item per Product Page:** This section defines the number of products to show up for the product list page. Note: If you set this number too high, your product list page might look really packed. The ideal number would be “4”.
18. **Wish List Option:** Wish list option enables/disables the wish list setting for this online store.
19. **Column per Page:** This setting defines how many column of items to display in the product list page.
20. **Wish List Quota:** This setting defines the number of wish list one customer can have for his/her account.
21. **Store-Wide Tax Exemption:** When this setting is set to on, there will be no calculation on tax for every purchase through this online store.
22. **Show Large Product Image:** When this setting is set to on, there will be a link in product detail page for Internet users to click. Once this link is clicked, it will open a new window showing the original size of the selected product image.
23. **Product Minimum Quantity:** When this setting is set to on, user will be able to specify the quantity they wish to add into shopping cart when they are adding an item. The online store will also be able to define a rule for minimum quantity required in order for customers to make purchases.

Chapter 2: Setting up payment options:

Section a: Configure the payment methods:

As store owner, you have the choices of accepting different form of payment from customers. At this section, we will look at how to enable/disable different type of payment method and how to enable real-time credit card processing. First, we want to go to Store Configuration -> Gateway Setting. At this section, you can see 5 different types of payment methods. They are: Linkpoint API, Authorize.net, Offline Credit Card, Check / Money Order and Paypal. Let us look at the non-credit card based payment method first. For Check / Money Order and Paypal method, if you do not wish to take certain form of payment method from your customer, then you can set it to “Disable”. As an example, if you do not wish to take Paypal payment, then set Paypal payment method to “Disable”. Here is what you need to configure for paypal setting:

1. **Paypal Status:** You can enable/disable paypal payment option here.
2. **Account ID:** You can input your paypal ID here. It is typically paypal@yourdomain.com. If you do not have a paypal account, yet, you can go to <http://www.paypal.com> to set it up.
3. **Currency Code:** This would be the currency code where the payment will be charged on. By default, it uses USD. If you need to use a non-US currency but unsure what to put down, please contact paypal’s support.

For credit card related payment method setting, you will be using the gateway setting page to configure the configuration for each credit card payment method. For the credit card payment processing, you can use only one payment processor at once. Let us look at what options we have:

If your merchant account does not support either Linkpoint API or Authorize.net payment gateway, then you can disable both Linkpoint API and Authorize.net section while keep the “Offline Credit Card” method enabled. For Linkpoint API, here is what you need to do:

1. **Linkpoint API Status:** You can enable or disable Linkpoint API payment gateway with this setting.
2. **Linkpoint Store ID:** This is the store ID for your Linkpoint Account. If you are unsure what to use, contact the Linkpoint support.
3. **Linkpoint Store Mode:** Linkpoint allow you to run transaction in different mode. You can have **LIVE** mode to run real transaction, or use **Good, Declined, Duplicated** to for different kind of test cases with these as expected result.
4. **Linkpoint Host:** This setting is typically “secure.linkpt.net”. However, verify with your Linkpoint Support and see if secure.linkpt.net is still current.
5. **Linkpoint Port:** This setting is typically 1129 or 1139. Make sure to ask your hosting company to open both ports.
6. **Upload Linkpoint PEM file:** PEM file is a secure digital certificate that will be attached for your Linkpoint transaction. You should be getting this certificate once you have your Linkpoint account setup.
7. **Delete This Item:** This option will appear after you have uploaded Linkpoint PEM file.

To configure the Authorize.net, you only need to fill in 3 settings. Here is what you need to do:

1. **Authorize.net Status:** You can enable or disable Authorize.net payment gateway with this setting.
2. **Authorize.net ID:** You can input your Authorize.net account ID here. . If you are unsure what to put down, contact your Authorize.net’s support staffs.
3. **Transaction ID:** You can input your Authorize.net’s transaction ID here. If you are unsure what to put down, contact your Authorize.net’s support staffs.

Section b: Configure Acceptable Credit Card Type:

As an online store owner, you might only want to accept VISA and Master card to avoid being charged on high transaction fee, or accept all the major credit card merchants if you want to cover as many sales as possible. For this reason, ECWZ Cart made it easy to enable/disable the type of credit card you wish to accept. In addition, we are giving you the option to add more credit card type. Go to Store Configuration -> List Credit Card,

(assuming you have the default setting), you should be able to see 4 major credit card type listed here and all enabled. By clicking “Edit” on a credit card type, you will be able to edit the property and enable/disable the selected credit card type. Once a credit card type is disabled, your online customer will not be able to see the disabled credit card under the credit card payment page. This is a good way to tell your customer what type of credit card your online store will accept.

Chapter 3: Setting Up Store Languages:

ECWZ Cart v1.1 has the capabilities to display non-English language. Just go to Store Configuration -> Store Language, you see a list of categories that you can pick from and update the text for the selected section. Once you are done updating the text, you have to come back to the Store Language page and click on “Process >>” in order to create the updated language text file for your store. Once the new text information file is recreated, you might want to close and reopen a browser to ensure you have the updated text information stored in a session data. One thing you might want to keep in mind is that anything under the open square bracket and close square bracket are the “tag” that will be replaced by the system. For example, this tag [STORENAME] means it will be replaced by the online store name when it is being sent out. Also, anything in between the open and close bracket should be all upper case. If the format for the tag is not correct, then the tag will be replaced by the system. Therefore, when you make any kind of language change, do not modify anything start from open rectangular bracket to close rectangular bracket or the system will not be able to display value correctly.

Chapter 4: Setting Up Store Operators:

Section a: Define different administrative role:

Before configuring the online store’s catalog, you might want to create couple different administrative accounts for your employees so they can help you add thousands of product items into your online catalog. However, at the same time, you probably do not want to give them your “admin” to prevent your employees gaining some access that you do not wish them to (such as accessing customer’s contact info). To accomplish this, you can setup different access level of user roles and assign to the store staff users. Go to Store Configuration -> Operator Role and click on Add, you will be able to create your first operator role.

For this operator role section, it is pretty self-explanatory. You give a name for the operator role at the **Operator Role Title** (i.e. “store clerk”) and grant or deny access for each section of administrative section. Here is an example of creating an inventory controller user role as we only want this role to manage product details into the catalog. I will first input “Inventory Controller” into the **Operator Role Title** box. And then go to **Product Management** and set this control to “Grant Access”. Once I am done, I will simply click on “Add” to add this operator role.

Section b: Adding your store operator:

Once you have an operator role created, it is very easy to add a new operator. Go to Store Configuration -> Store Operator, you will be able to add a new operator.

1. **Store Operator ID:** Put down the operator login ID you wish to create (i.e. storeClerk).
2. **Store Operator Password:** Put down the operator login password here.
3. **Store Operator Role:** Select the operator role you wish to use for this user. For the purpose of this example, you can select “Inventory Controller” in this case.

Chapter 5: Setting Up Online Catalog:

Section a: Setting up Product Category:

Before start entering product details into your online catalog, there are couple different configurations that we will need to configure first. These settings include product category, product options, and related product group. Each product needs to be assigned into a product category to make it easier for your customers to browse through the online catalog.

Go to Product Management -> Category Setting, you will be able to create a category from this section. Click on “Add”, you will be given with the following configuration:

1. **Category Status:** You can enable/disable this category from this setting.
2. **Category Name:** This text box is where you define the category name (i.e. Notebook Computer or Desktop Computer).
3. **Parent Category ID:** To make it easier for your customers to navigate your online product catalog, some times, you might need to define nested category setups (i.e. You might have “Notebook” as category that falls under “Computer” top level category). If this category does not belong to any parent category or it is a parent category itself, then you will assign this category as “Top Level Category”.
4. **Category Sort:** This is the field that determines the order of your category list. It uses string comparison to determine the order (i.e. A is going to be in front of B, 1 will be in front of 2).
5. **Feature Category:** By enabling this category as feature category, this category will show up under your store-front’s left navigation menu.
6. **Upload Category Image:** You can upload an image for your category. This will only be displayed on the catalog hierarchy structure when your category is a “parent category”.
7. **Image Activation:** This setting enable/disable the category image if the category image is in the system.

Section b: Setting up Product Option Section:

When you setup your online catalog, you need to ask yourself, based on what you are selling, do your products have different options? Take an example, if you are selling clothing items, then “Size” and “Color” would probably be the product options your customers can choose while shopping. And it does not make sense to add four different items in your online catalog for four different sizes of same t-shirt (small, medium, large and extra-large). Given these conditions, ECWZ Cart allows you to set up product options.

Let us add an option group first (such as Size or Color). Go to Product Management -> Option Group and click on Add, you will be able to add a new option group. For this example, let us add “Size” in. Once you have added the “Size”, click on “Back” to go back to the Option Group Page, you will see “Size” is listed under that section (you might need to refresh the page in order to see the updated page). Click on the List to go into the Option List section. At the Option List, this is where you create the options for your option group. Let us add one option item for the “Size” option group.

1. **Option Group Name:** This area should have a text displaying “Size” for this example.
2. **Option Name:** This option name is the text that will be displayed at the product detail page. For this example, we can put down “Large” or “L” for our “Size” example. Note: If you are planning to add extra cost for the Large size of t-shirt, you might want to consider display the extra cost here so your customers will be able to see the add-on cost for Large size (i.e. Large - \$5.00).
3. **Option Add-On Weight:** Some options might require to add-on additional weights if the shipping cost is calculated based on the total product weight. If your shipping is not based on total weight, then you can leave this setting as 0.
4. **Option Add-On Amount:** Some options might cost extra to get. This is the field where you define the additional cost for this product option if selected.
5. **Option Sort Order:** This sort order defines the order for the option list items in the drop down menu. It follows the string comparison where “a” will appear in front of “b” and “1” will appear in front of “2”.

You can follow these procedures defined above to add the remaining option items for the option group “Size”.

Note: Once an option group is assigned to a product, one selection of this product group must be selected by your online customer in order to add this item into the shopping cart.

Section c: Setting Up Related Product Group:

In order to promote multiple products to your online visitors, setting up a related product group would be a good approach. Let us go through one example that involves with related product group. Assuming you are selling t-shirt on your online store, you would probably want to promote related products such as jeans that go with the t-shirt or different kind of t-shirts that have similar style. Let us set up a related product group called “Casual Style.” Go to Product Management -> Related Product and click on

“Add”. You will be able to input the “Casual Style” in this text box. Please keep in mind that this area only defines the list of “groups”. It is at the product management section to actually assign your product to a created related product group. Also, you can ignore this section if you do not plan to enable the “Related Product” for your online store.

Section d: Adding Your Product into the Catalog:

After most of the preparation work, it is time to start adding products. When you are adding a product, there are several different sections that you need to go through. Note: When you click on “Add” button in the product list, the Product Setup section will create an empty Product in the catalog at this point. Therefore, if you click on Add button and go back to the product list immediately, you will see an empty product added to your catalog list. Now, let us look at all the sections involve adding your products into your online catalog:

Product General: First section for adding a product

1. **Activation Status:** You can enable or disable a product with this option.
2. **SKU number:** You can input the SKU (Stock Keeping Unit) number of your product at this setting.
3. **Price:** This is the price you are selling for this product.
4. **List Price:** This is the listed price posted by other merchants. By showing the higher list price, the product detail page will display how much money customers can save when they purchase the items at your online store.
5. **Manufacture:** This field stores the manufacture of this product. This item is used for internal reference only. Your online customers will not be able to see this information.
6. **Cost:** This field is the cost to purchase from the manufacture. This item is for internal reference only and it will be used when generating revenue report. Your online customers will not see this information.
7. **Quantity:** If you are planning to use Stock Quantity Control, this is the place where you can define/adjust the quantity level of this product.
8. **Downloadable Item:** If this item is digital good, then you can set this setting to “Yes”. If not, just leave it as “No”.
9. **Days for Download:** This field defines the number of days you wish to have downloads available for your customers. If you do not wish to set a limit on the period of time your users can download this item, set this setting to “-1”.
10. **Download Count:** This field manages the number of times you allow users to download this digital good. If you only wish to allow user download five times in the first 30 days of purchase, then you simply put down “5” in this text box.
11. **Upload Downloadable Item:** This place is where you upload the digital Good.
12. **Delete This Item:** Once you have uploaded your digital good, this option will appear.

Product Category: Second section for adding your product:

For this section, you will be able to assign your product to the category you have created. You can even assign a product into multiple categories. Keep in mind that you can only assign products into the lowest level of category (category that does not have any child category).

Product Detail: Third section for adding product:

1. **Short Description:** This short description will be appeared in the product list page and at the top of product detail page. This setting has the limit of max 180 characters. You can input HTML code into this short description. However, it is not recommended to do so at short description as by inputting HTML code, it might distort the overall HTML code for your product description area in both product list and product detail page.
2. **Long Description:** This long description will be appeared in the product detail page only. It has the limit of 800 characters and you can input HTML code. This is where you can describe the detail of your product.
3. **Product Weight:** This field stores the weight of your product. If your shipping method is not based on weight, then you can leave this field as “0”. Note, technically, this field does not have any weight unit associate with it. Therefore, you must be very consistent on using the weight unit if your shipping method is calculated based on total weight. For example, if your shipping cost is based on pound, then you must input the product weight based on the value in pounds into this field.
4. **Product Image:** This is the default product image for your item. This will be the first image showing up in the product detail page.
5. **Delete Image:** This option will show up after you have uploaded a product image. Keep in mind that by re-uploading an image again via the Product Image, it will remove the existing default image first then save the new image. So you do not need to delete the current image, then re-upload new image.
6. **Upload More Product Images:** This section will appear when you have one or more images uploaded to the product image folder. After you click on this section, it will link you to a different page called “Upload Product Pictures.” You will be able to upload multiple product images (no limit restriction) and you can easily set the “default” image (default image will be the first image show up at the product detail page) and set the “thumbnail” image (thumbnail image will be the image showing up at the product list page, wish list page and search result page).
7. **Product Thumbnail:** You can upload the product thumbnail image at this setting (thumbnail image will be the image showing up at the product list page, wish list page and search result page).
8. **Delete Thumbnail:** You can delete the thumbnail image from here. Note: By simply re-upload thumbnail image, the system will delete the current thumbnail image and upload/save the new thumbnail image into the product image repository.

Product Option: Fourth section for adding product:

1. **Featured List:** If you wish to have this product listed under the “Featured” list section, then just select “Yes” (featured list is the product list in the default page).
2. **List Hidden:** If you wish to hide your product but do not wish to remove the product information, you can enable “List Hidden” for this item.
3. **Free Shipping:** When this item is selected, this item’s weight will not be added to the overall weight of your customer’s shopping cart. However, this setting will not be affective if your shopping cart is calculated based on total price.
4. **Item Reviewable:** If you enable this setting, there will be product review section for this item (assuming the product review for the store has been enabled).
5. **Auto Review:** This setting basically set the product review to be auto approved (without moderation). This setting will be ineffective if you do not turn on the product review.
6. **Tax Exemption:** When this setting is set to on, tax will not be calculated for this product.

Other Setting: Fifth section for adding product:

1. **Special Deal:** By assigning this product to special deal, this item will appear under the special deal section. Also, instead of showing up as “Our price” in the product list section and product detail page, it will display as “Special Price” instead.
2. **Special Price:** After you set a product as special deal, you must input the special price of this product in this text box.
3. **Minimum Purchase Quantity:** This setting will define the minimum purchase requirement for this product item.
4. **Related Product Group:** By assigning this product to related product group, at the end of product detail page, about 5 of the product in the same related product group will be pulled up randomly.
5. **Option Group 1:** You can add up to two option group for a product. This is the first option for your product. You can leave this as “None” if you do not wish to add any option group for this product.
6. **Option Group 2:** You can add up to two option group for a product. This is the second option for your product. You can leave this as “None” if you do not wish to add any option group for this product.
7. **Static Large Image Width:** This width will be used for the width of the enlarge product image window when the store is **NOT** using ASPJPEG as the image component. When the store is configured to use ASPJPEG as image component, the width of the enlarge product image window will be determined dynamically, instead.
8. **Static Large Image Height:** This height will be used for the height of the enlarge product image window when the store is **NOT** using ASPJPEG as the image component. When the store is configured to use ASPJPEG as image component, the height of the enlarge product image window will be determined dynamically, instead.

Product Discount: Sixth section for adding product:

There are couple different ways to provide discounts to reward your customers. You can create discount couple code (which we will discuss at later chapter) or provide product level of discount. A product level of discount can be provided if customer purchased multiple unit of the same product that is within a specific quantity range. Let us try to setup an example to define one product discount with \$12 dollar off if your customers purchase from 5 to 10 units of the current product.

1. **Quantity From:** This is the starting quantity range for this product discount. For this example, let us put down “5”.
2. **Quantity To:** This is the ending quantity range for this product discount. For this example, let us put down “10”.
3. **Amount per Item:** This field will tell the shopping cart system how much discount to take off when a customer purchases the units that falls within the quantity range. For this example, we will put down “12” (this means customer will be purchasing these items at current online price minus twelve dollar off).
4. **Discount Percentage:** Instead of taking a set of amount off, you can provide a percentage of discounts off the product price. For example, instead of giving \$12 dollars off per unit, you can offer 20% off (put down “20” in this case).

After going through these six sections, you will be able to add product into your catalog. In the future chapter, we will go through the section to do bulk add in case you have more than thousands of products to import into ECWZ Cart.

Chapter 6: Defining Shipping and Localization:

At this point, your online store product catalog and store setting should be all setup. Now it is a good time to setup the shipping methods, shipping rules and tax rules for different regions.

Section a: Setting up shipping method:

To start setting up shipping rules for your online store, the first thing you need to setup is the shipping method. Keep in mind that this is not the real-time shipping rate calculation. You are basically defining your own shipping method and apply your own price as shipping charge is a very good source of revenue generator.

1. **Shipping Method Name:** You can define your shipping method here. Let us use the example of UPS’s 5 – 7 day ground shipping. Put down “UPS Ground (5 – 7 days)” here.
2. **Shipping Method Status:** You want to keep this shipping method status to be activated.

Once you are done with the shipping method, you can now create different shipping rules for this shipping method.

Section b: Creating shipping rules for your shipping method:

Before creating shipping rules, you need to go through different States (in US), different countries and different provinces of each country that you wish to provide product delivery to. For each shipping destination (i.e. California in United States or Tokyo in Japan), you need to assign a shipping zone to it. This is because, for each shipping rule in each shipping method, they need to be assigned to this shipping zone. For example, for your UPS Ground shipping, you wish to charge \$8.50 dollar to ship to zone 1 and charge \$15.00 for zone 2. Furthermore, you wish to assign all the States under Pacific Standard Time zone to zone 1 and Eastern Time zone to zone 2. That way, any shipment to California will be following the rules for zone 1 and any shipment that goes to New York will be following the shipping rule of zone 2.

Let us go through all the States under Shipping & Localization -> State Setting -> find California -> Edit -> and change the State shipping zone to zone 1. Next, let us find the State of New York and change the State shipping zone to zone 2. Make sure you keep both States' shipping Zone status to "Yes".

Now, let us setup shipping rules for both zone 1 and zone 2. Go to Shipping & Localization -> Shipping Rules and click on Add.

1. **Shipping Method:** For shipping method, this should have a drop down menu that has the list of shipping defined shipping method. Let us select UPS Ground (5-7 days) for this example.
2. **Shipping Zone:** Since we are setting up the shipping zone 1, let us put down "1" for this case.
3. **Shipping Mode:** Your shipping rule can be based on total price or total weight. For this example, let us use "Weight" as the base of our shipping rate calculation.
4. **Charge Mode:** This charge mode might seem to be a little bit confusing at first. However, it is actually very straight forward. When you select "By amount add", this means, when this shipping rule is applied, it will add the "Amount Add" (defined in next few setting) as the shipping charge. When you select "By Percentage Add", when this shipping rule is applied, it charge shipping by the percentage (this percentage is defined in the next few setting) of subtotal.
5. **Price From:** If your shipping mode is set to **Price** then this setting will be the starting price range for this shipping rule.
6. **Price To:** If your shipping mode is set to **Price**, then this setting will be the ending price range for this shipping rule.
7. **Weight From:** If your shipping mode is set to **Weight**, then this setting will be the starting weight range for this shipping rule.
8. **Weight To:** If your shipping mode is set to **Weight**, then this setting will be the ending weight range for this shipping rule.
9. **Amount Add:** If your charge mode is set to "By Amount Add", then this setting will be the Amount that is added as the shipping charge.

10. Percentage Add: If your charge mode is set up “By Percentage Add”, then during order checkout, the system will take the percentage (the percentage defined here) of the subtotal and use result as the shipping charge.

At this point, you have finished your first shipping rule for zone 1. Keep in mind that, to maximize your profit, you might want to define couple different shipping rules for each zone (i.e. one shipping rule for the weight 0 to 5 and next shipping rule for weight 6 to 10 and so on). During any checkout, if there is no shipping rule found, then the shipping rule calculator will return error on the shipping method and record \$0 dollar for shipping charge).

Section c: Creating tax rule for different region:

If you are selling physical items, according to US law, you will have to charge your customers sales tax when they are from the same State as you are. For example, if your business is registered at Los Angeles, California, then you will have to charge sales tax for the items that ship to any destination inside the State of California. However, you cannot charge tax for anything you are shipping outside of California. To achieve this, let us setup tax for the State of California. Go to Shipping & Localization -> State Setting, locate the California and go to edit. You will be able to input the tax percentage for California. If you are from Los Angeles County, your tax should be about 8.25%. Therefore, you will input 0.0825 in the State Tax field. Once you are done, go through other States and make sure they have 0 under the tax columns.

You can follow the same approach to setup tax and shipping zone for different countries, province, or states. There is only one more condition that can probably save you a lot of work. If you have an online customer that lives in provinces/states that is not defined in your list, then the system will look for the shipping zone and tax rate from the Country this province/state belongs to. In other words, the shipping zone and tax rate for the country serve as wild card shipping zone and tax rate.

At this point, all of the configuration for your online store should be completed. The remaining of the administrative area consists of management tool and reporting tool. We will look at the management tool first, then going toward reporting tool and finally going through the utilities tool, optional tool, and module tool.

Chapter 7: Managing your orders:

One thing excites online store owner is when they receive orders. However, without a good protocol to follow, your online store operation can result in chaos. To avoid this kind of problem we have made our Order Management section very straight forward and easy to understand. When you go into the Order Management -> List Order section, you can see that there is a list of options for you to click on the top navigation. They are “All Orders”, “Pending Orders”, “Saved Orders”, “Paid Orders”, “Shipped Orders”, “Completed Orders”, “Cancelled Orders”, and “Declined Orders”. With one click of mouse, you will be able to see the list of selected order group. For example, when you

click on Pending Order, you will only see the list of current pending order. And you can perform order search within the selected order group.

Now, let us look at the order information section. When you go into the order detail section, there are couple actions you can perform.

1. Input private comment into this order.
2. Input Order Note into this order.
3. Update the tracking number for this order.
4. Update/Change Order Status (You will have to option to send email notification to your customers upon order status. For status update notification email can be modified under Text Configuration -> Email Template).
5. Print Invoice at the Preview Invoice Button.
6. Go to Edit Order Detail to update order detail information. Note: Shipping method of an order cannot be changed. However, if there is need to change shipping method, it needs to be written into the Edit Order Detail section at the adjustment reason along with the adjustment amount.
7. Go to customer detail for customer information update or email customer.
8. Go to Edit Billing Information to update billing information of this order.
9. Go to Edit Shipping Information to update shipping information of this order.
10. Be able to charge customer's credit card if the store is configured with any credit card payment gateway system. Note: The charge button will not show up unless one payment gateway processor is enabled for this online store.

Everything in order management section is very straight forward. There are things you might want to watch out for:

1. After you update the tracking number information, you might want to send customer an email notification manually so customer will be aware on the shipment of their purchases.
2. When you update the adjustment amount in edit order detail, if you need to refund any money back, make sure you use “-“ (negative sign) before the amount (-15 as an example for minus 15 dollar to the final price).

Chapter 8: Customer Management Utility:

Customer Management section is somewhat similar to Order Management section. They are both information based sections rather than configuration setting change sections. This management section consists three parts: Customer Management, Sales Affiliation, and Wish list. If you do not have Sales affiliation enabled or Wish List enabled, you can ignore these 2 parts.

For the customer management section, it allows you to browse the current registered customer. You will be able to update their information from this area, email them from here, and also enable affiliation from here. When you enable any customer to be affiliate, you only need to input the affiliate name (the name to be used in the affiliate URL.). A typical affiliation URL would look like the following:

<http://www.domain.com/store/default.asp?affid=myAffiliateName>

At the “Add affiliate” page, you can also define how much commission you wish to give to this sales affiliate. In case you need to change the commission percentage, you can come back to this page and update with the new commission percentage for this affiliate.

After an affiliate has been added, try to edit this current affiliate. You will see the changes on the affiliate property page. If you have uploaded an affiliate banner at the Store Profile section, then at the affiliate account management area, you will see an option that provides you with HTML code for your affiliate to post your affiliate banner for his/her promotion. If you do not have an affiliate banner uploaded, then you will only see the affiliation URL listed here.

For affiliation management area, there is also one good tool that you can use. This tool is called “commission history”. This is where you check the commission history for your affiliates. In case you give any of them commission check, you can add an entry here with negative amount and indicate it is for the commission check.

On the wish list management area, there is not much configuration to do. The only options you have are to change the product id or simply delete the wish list option. You can use this management option when you are changing product ID for your customer but do not wish to remove the product off customer’s wish list as you still the business from this customer.

Chapter 9: Sales Report

For the Sales Report section, it includes 2 set of reports. First report is the sales summary report. By providing a period of date range, the system will go into the order history and provide a calculation on the gross revenue, gross sales in item, tax, shipping and handling charge and so on. This report contains the bar graph and also the numerical report for each item.

The second report in the sales report management tool is called Growth report. By giving a period of date range, then system will go into the order history and provide a line grows on growth in revenue and profit for this period. This tool is very useful to evaluate marketing direction or advertisement campaign.

Note: For Sales report, every time you request for the report, the system will query data from the database, perform calculation, and utilize ASPCHART COM+ object to create the report in JPG file. The file is saved into the “location” folder of your “admin” folder. Therefore, you need to make sure this folder has proper permission to create new image file. Another thing that you might need to watch out for is that, due to the internet browser cache settings, you might need to delete your cache file or refresh the internet browser if you do not see any changes in the report on different set of day ranges.

Chapter 10: Promote your online store

Section a: Setup discount coupon code

There are several options to setup your coupon for online customers. We will go through the list here:

1. **Discount Code:** This is where you create the code. It can be something meaningful (i.e. FreeShipping), or just a string of characters (i.e. XSER232).
2. **Discount Status:** You can enable or disable discount code here.
3. **Coupon Mode:** For your discount coupon, it can be discounted by percentage of overall price, or discounted with a fixed amount of price.
4. **One Time Use:** You can configure your coupon to be re-usable or just one-time use.
5. **Price From:** A discount code will be applied when the subtotal in an order (before tax and shipping) is within this price range. Please enter the starting price of this price range. For example, your discount can be applied for any purchase over 150 dollar (you might want to put down 150 in this field with this example).
6. **Price To:** A discount code will be applied when the subtotal in an order (before tax and shipping) is within this price range. Please enter the ending price of this price range. Based on our example of discounted at price over 150 dollar, you might want to put down a big value here so your customer's purchase price can fall under this range.
7. **Valid Period From:** The online store owner can set a coupon code to be valid for a time period only. Please enter the starting day range here.
8. **Valid Period To:** The online store owner can set a coupon code to be valid for a time period only. Please enter the ending day range here.
9. **Discount Percentage:** This coupon can be used to give discount by discounting percentage of the price before tax and shipping.
10. **Discount Amount:** This coupon can be used to give discount by a fixed amount of dollar.
11. **No Shipping:** The store owner can set this coupon to be "free shipping" by setting this setting (No Shipping) to "Yes".

Section b: Fully utilize your newsletter management:

For Newsletter Management, not only you can send out newsletter from it, you can also use this section to display the email address out, or back it up to a CSV file. Let us look at the newsletter page right now.

Newsletter utility page basically divides itself into three sections. You will use the first section to select the group of newsletter audience. And you will use the second section of the newsletter to determine whether you wish to back it up, display them, or actually sending out the email. For the third section, it is simply the interface to send out the newsletter. You can decide whether you wish to send this out with HTML-based email or text-based email.

Chapter 11: Store Text Configuration:

Section a: Add information-based page to your store:

In order to integrate more information-based pages to your online store, ECWZ cart provides a tool called “Extra Page Information”. You can use this page to create your information page such as privacy statement or advertisement proposal page. Let us try to create a new Extra Page. Go to Text Configuration -> Extra Page Information and click on Add new:

1. **Extra Page Name:** This is the name for your extra page. This will show up as the page title of your information-based page. If you decide to enable this page under the “Information” section of your left navigation bar, then this name will be the text showing up under the “Information” section.
2. **Extra Page Mode:** For your extra page, if you simply wish to link to another web site (take “CNN.com” as example), then you can set the extra page mode to URL as when the extra page is being clicked at the “Information” navigation, this online store will link the user to the URL you input rather than display the HTML text.
3. **Page Open Mode:** For extra page, you have the option to open in the same internet browser window or open the content in a new browser window.
4. **Extra Page Status:** You can enable or disable an extra page here. If you disable this extra page, it will not be listed under the “Information” navigation section. However, you can still go to this extra page by linking your online visitors to the extra page URL.
5. **Extra Page URL:** This setting shows you what URL to use in order to access this extra page without going through the “Information” navigation section.
6. **Extra Page Order:** This setting is the sort order for extra page. It follows the numerical comparison as “1” will show up earlier than “2”.
7. **Extra Page Body:** This is where you input your HTML code for your extra page.

Section b: Modifying online store email template:

This section is where you modify the email template information that will be sent to your customers. You can go to each one of them and modify them to suit your need. One thing you might want to keep in mind is that anything under the open square bracket and close square bracket are the “tag” that will be replaced by the system. For example, this tag [STORENAME] means it will be replaced by the online store name when it is being sent out. Also, anything in between the open and close bracket should be all upper case. If the format for the tag is not correct, then the tag will be replaced by the system.

Section c: Setting up online store news event:

Since there are over millions of online stores out there, online store owners will seek for improvements that would make their stores more unique than the other millions of online

store. However, what is the best way to notify them about the new update? Surely newsletter would be a good choice. However, the limitation with this approach is that you can only pass on this valuable information to your existing registered users. What about the new visitors? What about the visitors that accidentally access your online store? If you can display the new upgrade information at the store front section of your store, you might be able to attract them to join your customer-base. For this purpose, ECWZ cart includes a store news section. For the store news, if it is enabled, it will show up at the store default page section with the news summary. To add more news, this is what you will do. Go to Text Configuration -> Store News and click on "Add":

1. **News Status:** You can enable or disable your news here.
2. **News Date:** This is where you define your news date.
3. **News Headline:** You might want to have an attractive phrase to get online visitor's attention.
4. **News Content:** This is where you input the actual news information. You can input HTML code.

Section d: Your terms and condition:

Terms and condition for online store is the most essential information that your customers would be interested in. This is where you can declare any kind of fine-print or disclaimer for your services. To make this part outstanding with other information-based pages, ECWZ Cart dedicated a section for terms and condition. You can simply go in and input your html-based terms and condition code here.

Section e: Online store footer management:

Online store's footer can be very convenient as this is where you can provide different links to different areas of your web site without affecting the overall design of your store front-end. With our footer management, you only need to define the footer once and it will be used throughout the online store.

Section f: Defining your HTML Meta tag Tool:

HTML Meta tags are a great tool to improve your visibilities in search engine ranking. With proper Meta keyword (i.e. Keyword) and proper value, search engine (such as Google) will read your Meta tags and put you at a higher ranking than other online stores who do not have this information. For this area, you can add as many Meta tags as you need (if you are unsure what are the available Meta tags that you can use, feel free to search in Google). Here is an example of data you can input:

```
<meta name='keywords' content='keyword'>  
<meta name='description' content='description'>
```

Section g: Building your omitted search keyword:

To improve the store catalog search result, the best practice is to strip down and remove the commonly used words in a phrase. For example, when your customer search against this phrase for “any word” option:

“A Sony Laptop”

For the phrase above, if you are the search engine, you would want to search against the keyword “Laptop” and “Sony” and remove the word “A”. “A” is one of the words that should be removed when using in catalog search. To achieve this goal, we have added “Omitted search keyword” section.

To add words into this list, just type your keywords into this large text box and separate them with comma.

Chapter 12: Using the utility management tool:

Section a: Back up and restore with database utility:

Under the database utility section, you can perform three different tasks:

1. Export product and/or customer table.
2. Import product or customer table.
3. execute SQL statements

When you use this tool to back up the product table or customer table, the backed up data will be following our own text file format. This text file format looks like XML except the ECWZ uses the square open and close bracket while XML uses triangle open and close brackets. What you can do is to actually perform a test backup to see what our format looks like. That way, if you are moving from another shopping cart system, you can actually reformat the backup file and simply restore it (using action 2) into the ECWZ Cart system.

Section b: SQL Query Analyzer Utility:

Often in time, it is faster to execute certain tasks against the database directly via SQL statements. However, what if you do not have database management tool available at the moment? To avoid this problem, ECWZ Cart has integrated a web-based query analyzer for you to use in case you do not have access to database management tool. You can simply paste the statement in and execute them. It is just as simple as that.

Section c: Search Engine Optimization tool:

With this search engine optimization tool, it will go through your online catalog, create static files for each file, and store them into a sub folder called /catalog (i.e. <http://www.mydomain.com/catalog>). You can submit this URL into search engine to optimize the search engine indexing result. Keep in mind that you probably do not want to submit the same URL into search engine too many times as search engine might penalize you for abusing their system. Also, another thing to keep in mind is that, when search engine optimization tool goes through your online catalog and creates static page, it takes the short description of your product and use it as the file name. Therefore, if the short description of your product contains invalid character for Windows file system (such as "?", "/", "\", and so on), then the static file will not be created and this product will be skipped instead.

Section d: Generate product link to your product:

When you are on a promotion campaign and need to find out the URL to a specific product, it might take you a long time to go to your online store and browse the online catalog one by one. Generate product link is a tool created to help you speed up this process. If you know what product you are looking for and you need the URL to the product detail, just come to Generate Product Link, find the product in the list, and click on the "Generate Link", you will receive the URL in less than seconds.

Section e: Clean unused cart session:

When there are online visitors browsing your online catalog, not every one of them would complete the purchase process. For the unfinished purchasing process, these records would stay in the database unless they are cleaned manually. With this "Clean unused cart session" tool, this tool will go into your session table and clean all the unfinished sessions over 24 hours old. By cleaning the unfinished purchasing session, it can keep your back-end database to run more efficiently.

Section f: System Check-Up:

System Check-Up tool is a great tool that you can use to run diagnostic against the current web store. It will run through some test on database settings, file system permission settings, and COM+ object settings. If there is any problem, it will also make suggestion on the fix.

Chapter 13: Managing Add-On Modules:

ECWZ cart application leaves a lot of room open for different type of add-on's. We will continue to improve the ECWZ Cart with either improvement on the cart application itself or add-on modules. This will be the place to manage newly modules you install into your ECWZ cart.

Chapter 14: Upgrading From ECWZ Cart v1.2:

IMPORTANT: Make sure you always backup your files/database before performing any kind of installation or upgrade.

To upgrade from ECWZ Cart v1.2 to ECWZ Cart v1.3, go to the “Upgrade SQL” folder and run 3.sql your database. You can use any text editor to open the SQL.txt file and execute those statements with any kind of database management tool. Keep in mind that some DB Management tool might have problem executing the “GO” keyword. If that’s the case, you might have to execute these statements one by one. Once you are done running the sql commands, you will want to replace all the files (from newly downloaded v1.3) over your existing ECWZ cart files (going from v1.2 to v1.3, you do not need to overwrite the config.asp at storeroot\includes\config.asp).

Chapter 15: Change Log from ECWZ Cart v1.2:

Going from v1.2 to v1.3, there has been numerous of bugs that have been fixed (thanks to both user reports and testing result from our QA department). We have also done some adjustments to the HTML pages on the skin template for the tmp_shoppingcart.asp, tmp_finalsummary.asp, and tmp_productview.asp. There is also one new feature that allows customers to define a minimum quantity required to make any kind of product purchase..