# A Beginner's Guide to Miva Merchant 4.x

Learn how to create and administer a Miva Merchant storefront with step-by-step instructions, including:

Creating the store Editing Categories & Products Product Attributes Customer Management Price & Availability Groups Order Processing Related Product Assignments User Administration & more!



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Looking for a competitive design for your Miva Merchant store and site?

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### About This Tutorial...

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# **About The Author**

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The author wishes to thank Luray Williams and George Bancroft for their extended support in the development of this tutorial, and Robert Hazelton and Brenda K. Burton for their many hours spent testing the tutorial for clarity.

### What is Miva Merchant?

We could begin by talking code, telling you that Miva Merchant<sup>TM</sup> uses a scripting language that varies from HTML and various other languages. It won't make much of a difference, however, because at this point, you're probably just starting out. Either that, or you've decided to really understand how to use the administration area of the store you've had running for the past six months.

In a nutshell, Miva Merchant is a shopping cart that is installed on your hosting company's server. It allows you to sell products, and it allows your customers to not only browse for items by categories or lists, but also search for those products. Essentially, it does what a lot of other shopping cart programs do, but better. While you might have heard that Miva Script itself is difficult to learn, the actual setup of a Miva Merchant store is not difficult at all **if** you focus on how you want your store to look and act **before** attempting to make modifications.

In comparison to dozens of other online store packages, Miva Merchant is actually easier, and better, than most any other shopping cart program out there. Here's why:

- Miva Merchant can be installed on UNIX or NT servers. Most others may be installed on one or the other, but usually not both.
- Miva Merchant has a complete administration interface. Therefore, using Miva Merchant "out of the box," actually requires no programming knowledge whatsoever.
- Miva Merchant can be customized beyond the depths of most other programs. With add-on features, a Miva Merchant store can look and operate like larger, competing company sites.
- You can change the layout of your store, add headers and footers and even attributes to your products.
- Miva Merchant is inexpensive compared to other carts and the time spent working on them. Sure, you can download some free shopping carts off the web, but good luck learning just how to use them they often provide scarce documentation and little to no technical support.
- You can administer a shopping mall, containing dozens of individual stores, all with their own theme.

The list does go on. As you continue to learn how to use and administer Miva Merchant, you'll find that its capabilities surpass other programs. You'll be, what we call, a "Miva Merchant Junkie."

**NOTE:** Miva Merchant version 4.12 was released in the fall of 2001. This version implements various new features which make Miva Merchant more functional for online businesses.

Previous versions include 1.x, 2.x, 2.2x, 3.x and 4.0.

Some of the new features include:

**Selective Administration** - allows you to administer the store depending on your level of expertise

Inventory - allows you to set inventory levels for products

Affiliate Management - allows you to set up your own affiliate program

Store Statistics – get an overview of sales and visits

Attribute Templates – forget about retyping common product attributes

## Whom This Book Is For...

This book was designed for the beginner in mind. It was developed assuming that users are just starting out, and have limited knowledge about doing anything more than simply surfing the World Wide Web. With this book, your computer, your own licensed copy of Miva Merchant, and a highlighter, you can build your online store in a weekend (break time for a Saturday matinee included), and become a more advanced user within days after. You'll even understand how you made such a fine-looking commerce site, and you'll be begging to do more. Well, maybe not begging, but you will certainly have made a fine accomplishment!

As you learn Miva Merchant, feel free to write in the margins, underline, comment and highlight. After all, it's your book! Circle questions, draw funny faces, even drool on the pages. Taking notes will help in your quest to learn and understand Miva Merchant.

### An Important Note



Users of versions 2.0 - 2.2 and 3.x will also benefit from this book. Features proprietary to version 4.x have been noted as such so version 2.x and 3.x users may continue use of this book after upgrading to 4.x.

Also note that some features may not be available in version 2.x at all, as many new features were introduced in version 3.x.

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# Chapter One

# **Miva Merchant References**

As you move throughout this book, you'll become familiar with terms and images you'll encounter on the Miva Merchant administration screens and in the actual store you are creating. Understanding these terms and events will make the learning process easier.

### **Common Terms**

Every profession has them, and you will know them when you finish building your online store.

**HTML** – the language for the WWW which, through code, displays pages (text and images) on a user's computer screen via a browser (Netscape, Internet Explorer, etc.).

**Miva Script<sup>TM</sup>** – Miva Corporation's own **coding** language. Unlike other languages, such as perl (cgi scripts), Miva Script is translated on the server-end, so virtually anyone with access to the Web can view pages created via this language. Visitors of a standard Miva Merchant site do not need anything special installed on their computer to navigate the store.

**FTP** – File Transfer Protocol is the method by which you upload graphics and files to your web site and online store.

NOTE: Some hosting providers do not allow FTP. If you plan to offer many products and eventually have several modifications performed, then you should contact your host and ask them to allow you to FTP to your site. You'll also want FTP access if you plan to download any of your store's data for analysis or backup.

**Link (hyperlink)** – the underlined text you click on in an HTML page, or in the admin area for your store, which takes you to a different page or screen.

**Module** - a file that "plugs in" to the Miva Merchant store to add functionality. For example, in order to configure shipping differently than what is included with Miva Merchant, you may need to install a module that allows the store to calculate shipping costs in a different way.

# **Miva Merchant Admin Buttons**

As you move throughout the administration area, you'll find several buttons (small graphics) which will assist you in implementing tasks. Get to know them well.

BUTTON	FUNCTION	FILE NAME
All	Displays all listings, such as products and customers.	all.gif
Assigned	Display only items which are assigned to that category or group (products, customers)	assign.gif
Unassigned	Display only items which are not assigned to that category or group (products, customers)	unassgn.gif
Uncategorized	Displays all products which have not been assigned to any category.	uncat.gif
•	Will appear next to a link in the admin area. No drop-down options available.	dot.gif
•	Signifies that the drop-down list is selected and being viewed.	down.gif
•	Signifies that more options or listings are available. Located in the main menu.	right.gif
✓	Signifies items which are selected/completed.	check.gif
٩	Launches a color palette for links, background and list.	color.gif
۵	Allows you to create a new item, such as category, product or customer.	new.gif
۲	Allows you to edit the existing item, such as product, category, customer or attribute.	edit.gif
B	Allows you to edit the item without launching a new screen. Only the information shown on the line can be edited. Note the difference – there is no arrow on this button.	edith.gif

<u>a</u>	Selects an item.	select.gif
3	Uploads a file to the store, such as an image or flat file.	upload.gif
8	Allows you to search for a product, category or customer.	search.gif
9	Prints the current order on one page.	order_edit.gif
۲	Displays the relevant link to the product or category so you can integrate it with an existing site.	link.gif
>	Takes you to the next list of items.	next.gif
<	Takes you to the previous list of items.	prev.gif
ł	Allows you to move the product, category or other item down in the listing, which will be reflected at the actual online store.	move_d.gif
t	Allows you to move the product, category or other item up in the listing, which will be reflected at the actual online	move_u.gif
$\odot$	store. Refreshes the list.	refresh.gif
۲	Launches a page from Miva's site which will explain the option or function.	help.gif
LOGOUT	Logs users out of the admin area.	Logout4x.gif
MAIN	Takes you back to the main screen.	Main4x.gif
DOCS	Takes you to Miva documentation section on their site.	Docs4x.gif
SUPPORT	Takes you to the support section of the Miva site.	Support4x.gif
2	Takes you to the Miva web site.	Blades4x.gif

If you are unsure what a button does, many times you can position your mouse over it, and a term will appear, telling you what will happen if you click the image.

# **Key Help Features**

Throughout the administration area, there is a 🙆 button in the upper right-hand corner on many screens. This will launch a new window at the Miva Corp. site, with a brief description of the task at hand. While it may not provide detailed information, it will help remind you of the process to carry out a task.

# **Using Lists**

Miva Merchant displays products, categories, customers and other information in lists. By default, 10 items are displayed per page, with next and previous buttons. This can get frustrating when you have hundreds of products or customers.

S At any time, at the bottom of each list, you can enter a new pagination number and then click the refresh button to re-display the list.

# **Sample Stores**

Miva Corporation also provides a demo store and other information at their official web site: <u>http://www.miva.com</u>

# A Mall vs. A Store

Stores are housed inside of a "mall"\* setting created by Miva Merchant. To the standard user, this is simply a directory page visitors hit on the first page called by Miva Merchant **only when** there is more than one store. Otherwise, the store is entered immediately.

Additional stores can be added to the mall by obtaining additional licenses (discounted rate). This means you can have one, five, even twenty stores in your mall.

When starting out, of course, you only work with one store. Handling several in a mall will require some other duties as well and you really need to understand how Miva Merchant works before planning to maintain additional stores.

\* Miva Corp now calls the "mall" a domain. To avoid confusion, we call it a mall in this book.

## **Understanding Miva Files and Directories**

This is the most difficult thing you will learn in this tutorial. Not that it's absolutely necessary for a beginner to understand directory structures, but it does help in locating files if you need to make backups or obtain technical support.

NOTE: We begin with the assumption that Miva Merchant is already installed on your server, and that setup.mv has been run. If you obtained your license through a hosting company, this is most likely the case. If you obtained your copy of Miva Merchant directly from Miva Corporation or one of its non-hosting resellers, you may have to install it yourself. See Appendix A to learn how to install and setup Miva Merchant 4.x;

Miva Merchant actually utilizes files from two different directories on the server. One will be named either **Merchant2** or **Merchant**, the other **mivadata** or **htsdata**.

NOTE: By default, Miva Merchant 4.x was installed in the Merchant2 directory, so many hosting companies will continue to use this directory. However, some hosting companies install Miva Merchant in the Merchant directory (no "2"), or even a different directory, and some users who upgrade will rename this directory to simply "Merchant" or some other name. For this reason, and to avoid confusion, we will always refer to the directory as /<u>Merchant2</u>/.

#### The Merchant2 Folder

The Merchant2 (or other directory; see previous page) folder stores graphics and modules. Ideally, the only items a Miva Merchant **beginner** should be uploading here are graphics for the online store.



Store product images are stored in the /Merchant2/4.xx/graphics/0000000X folder, where "0000000X" is the store number. The first store in the mall is labeled 00000001, and if another is added, it's folder will be 00000002, and so on. (there are seven ZEROS and one digit in the beginning).

NOTE: If you add, then delete a store, then add it again, a number will be skipped. Therefore, your store might be numbered 00000003, and so on.

Third-party modules (such as customer management and special coupon tracking features) are usually installed in the /Merchant2/4.xx/modules directory, or a subdirectory thereof. However, unless the process calls for simply uploading a file then using the admin menu to install the module, you should seek assistance from an experienced Miva developer.

#### The mivadata (or htsdata) Folder

For some it's **mivadata**, for others **htsdata**, or simply **data**. No matter what it's named, these "folders" do the same thing – contain important files for your online store. Database files, including information about products, customers and categories and orders are stored here, in the root of your server (outside both the Merchant and regular HTML directories).

NOTE: Some installs by individuals or host providers will result in such files being placed directly in the Merchant (or relative) directory beneath the public HTML directory for your site. This is insecure. Secure installation will place this data directory OUTSIDE your public accessible files.

**Never, ever, ever** open any of these files unless you know exactly what you are doing. If we were to take a survey, results would probably show that 85% of new users who open these files without direction, and try to make changes, damage the files in one way or another. And the end results could be a totally corrupt store that won't operate unless everything is reinstalled, or you pay a programmer hefty cash. Translation: you could make a \$100+ mistake, and who's got money to burn?

If you're a new user, and you are not familiar with how these files work, don't touch them. Don't even touch the folder they reside in unless a technician instructs you to do so. Your initial goal is to setup a store, not crash it in the first week.

#### Miva Script and HTML

Miva Merchant is a complete e-commerce package, including script and database structures. However, all sites should start with an HTML home page, as the store does not load right from the domain address. If you know enough HTML to create your own home page, great! You're one step ahead of the game. If you do not understand how to create this page, you should either learn HTML (really learn it, not just throw something together) or you should contact a developer to create the page for you.

If you are familiar with HTML, then you'll better understand how you can use this language within your store, such as with headers and footers, and other messages. We've included a brief list of common HTML tags in **Appendix B** to help you when needing to assign specific fonts or font attributes, such as **bold** and *italic*.

# Chapter Two

# **Preparing to Build the Store**

We know you want to jump right in, but you can save some time (and probably money, too) by first sitting down and thinking about what you want your store to look like. Consider the layout that will look best for what you are selling. And consider *how* customers should navigate the site.

The most common, yet often overlooked, elements of the store which should be considered *beforehand* are:

**Color Scheme** – What type of products will you sell? Should you use hard colors or soft colors? For example, a cosmetics site which uses pastel-colored cases should use a soft color-scheme to set the tone. A kid's toys site might otherwise use vibrant, darker colors, but a baby's clothes store should likely follow a softer scheme. What you sell and how you present are important.

**Shapes Scheme** – Should you use rounded corners in navigation buttons and menus? Or hard-edge graphics? Since a wedding-registry site usually spotlights elegant items, a more natural flowing scheme is needed – rounded corners or oval shapes work best. But a workshop (tools) store is a harder, rougher environment, so hard-edges work better here.

**Product Packaging** – Just as the products you sell are usually packaged one way or another, you also need to "package" your products online. Will you present images of products in their original packaging? Maybe if it's a food store, but what about a lingerie store? Should items be photographed out of the packaging? Or even modeled? Some designers even create a digital package, such as enclosing each product image in a color-schemed border. Any way, even the packaging of products should be consistent throughout the store.

**Navigation** – How will your customers will react to your e-commerce site? It must be easy to navigate, pleasing to the eye, and must never, *ever*, make them feel like they are stupid because they can't find a product you carry. You want to include definitive menus and steps, so customers can understand how to find a product, add it to their shopping basket, and, most importantly, checkout of the store.

By taking some early steps, you can avoid immense amounts of trial and error with your customers. It is up to you to make them one-time customers or repeat customers.

Surf the web for other online stores, bookmark sites you like, and take notes on why they work! Then consider aspects of them for your own store. Note, however, that it is bad

business to just copy someone else's design - it's a sure way to start off on the wrong foot.

You'll also find a gallery of Miva Merchant stores listed at Miva Corp.'s web site – <u>http://www.miva.com/galleria</u> and at the profiles section at <u>http://www.designextend.com</u>

# **Preparing the Products**

Before creating your store, you should sit down and determine how you will number (code) your products. If you already have an inventory system, then you can use the codes you already have (you *should* use only numbers and letters and no spaces). Some stores use the UPC number; many book stores use the ISBN code.

If you do not already have a preset system, you can begin with any number or letter (or combination of letters and numbers) and create a numbering system.

You should also create some assignment sheets, outlining which categories products will fall into. You want to utilize Miva Merchant's categorization system to better list the items you will be selling.

# **Categorization of Items**

Miva Merchant allows you to categorize items so customers can easily browse through the store for items which may appeal to them. You cannot expect customers to weed through long lists of items just to find something, nor can you expect them to just search for things they want. Among common reasons shoppers leave sites is the mere fact they cannot find what they are looking for.

Take some time to outline how you will categorize products. Miva Merchant allows the use of subcategories as well, to help narrow down browsing for products.

For example, if you are running a women's clothing store, you can outline categories like this:

Dresswear	Outerwear
<b>Business Suits</b>	Parkas & Sweaters
Evening Dresses	Winter Jackets
-	Raincoats
Casualwear	
Slacks	Footwear
Tops	Heels & Flats
Jeans	<b>Tennis Shoes</b>

## The Layout & Style

Miva Merchant calls this the "look and feel," and with your store license you get a choice of two – **Miva Merchant** and **KoolCat**.

Hank's Hardware Haven	-" Sevent Boos Seven Factor Sevents Product Last Sevents Construct RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RECTOR RE
With Lines: In there is all     Will Differ instants of all     Will Differ instants of all       Press Hill PA     Emiliaria     Res Hill PA     Emiliaria       Distant and frame     Emiliaria     Res Hill PA     Emiliaria       Distant and frame     Emiliaria     Res Hill PA     Emiliaria       Press Hill PA     Emiliaria     Res Hill PA     Emiliaria	Print Adda new
C KoolCat v1.x Look & Feel	Miva Merchant Look & Feel

NOTE: While KoolCat is supported by current versions of Miva Merchant, the company hasn't made any updates or enhancements to the interface in years, and

has no plans to. Also, many current third-party modules will not work in this user interface. In short, it's not a popular interface and most full-fledged stores that use it have been using it since a previous version.

So, which "look and feel" should you use? Whichever one works best with your store. Keep in mind that many of these are customized by actually altering the code, so they won't really apply to you at this time. At this time, look for **standard** stores only.

NOTE: Since most stores do not use KoolCat Look & Feel, this book is written for the Miva Merchant Look & Feel. Some admin screens shown throughout this publication may not be available in KoolCat.

At the end of this book there is a special chapter on setting up the KoolCat Look & Feel.

**ALSO:** The **Open Look and Feel** is a free user interface created and distributed by the OpenUI Consortium (http://www.openui.org). This look and feel works differently but it does make installation and updating of third-party modules easier, as well as upgrades to future versions of Miva Merchant.

However, since it is considered "advanced," you should build your store first, then consider the OUI. There's a section later on that covers the OpenUI in a nutshell.

### **Colors and Fonts**

Miva Merchant will let you specify which **colors** are used for your category tree (the list of categories), the navigation bar (that bar at the top of each page) and the background. It will also let you choose the **fonts** (typestyles) and font sizes for various aspects of your store. Again, you need to choose what works best with your site.

Whenever you see the button, you can change the color settings for the item.

For example, if you only sell 100 products in three categories, you might choose a large font for your category links. However, if you have 20 categories, you might choose a smaller font. You'll find in-depth information on fonts and their use on the WWW in **Appendix B**.

#### Images, Graphics, and More Graphics

There's no doubt why some sites grab visitors. A simple layout with killer graphics can be very effective. Page load time, however, is a huge issue. You can have the best graphics for a store of your type, but if it takes a minute for the pages to load, customers will leave.

Whenever you see the button, you can upload an image for the item.

When creating custom graphics and scanning images for your store, pay attention to file size and load time respectively. For information on image file types and their use on the WWW, including resolution and sizing, see **Appendix B**.

#### **Payment Processing**

Obviously you need to have a way to collect payment. Collecting only checks will put a damper on your orders – people are impulse buyers and many prefer the ease of using a credit card when purchasing products online. If you don't have a credit card merchant account, you will need to shop around for one.

There are two ways to process credit card orders with Miva Merchant. You can either receive the payment information and process it manually, or use a real-time payment gateway which validates funds before the customer is told the order has been received. Miva Merchant comes with modules for some merchant and authorization services, and you'll find information about them in **Appendix C**.

#### How To Ship?

You need to decide how you will be shipping orders. You may decide to ship UPS, USPS, FEDEX, Airborne, or other ways. You may also sell products customers will download (incurring no shipping charges). Finding out up front the most effective shipping methods for you will not only make the configuration process easier, but will give you the ability to charge accurate and competitive shipping costs.

Don't worry if your shipping methods are not included in Miva Merchant. Chances are there is a third-party module that has been or can be created for your store.

There are, of course, many other considerations to make. Many of these will fall into place as you design and create your online store.

# Chapter Three

# **Working With Admin**

#### Before You Delve... There are Two Ways...

We'll stay away from "wrong way" and "right way." Instead we look at the "long way" and "short way."

Shortcuts are nice, but they can be useless when something doesn't happen the way you anticipated.

Lets say you just moved to a large city and you want to get from one end to the other. Obviously there are quick ways and not-so-quick ways. The long way is to take the most direct route - which probably takes you through all the rush-hour traffic. It's long, but it's the route you start with because you have no idea where you are.

After a few weeks, you become more comfortable and dare to step off that main route where there is less traffic, to shave a good 10 minutes off your daily trip. So you get a map, try the route on a weekend and get to know the neighborhoods. Soon enough you now can sleep until 7:32 a.m. when before you had to wake up at 6:45 a.m.

You can now take the "shortcut" because you know where you are. You also know more than one route, and can veer off to other streets if you need to.

Miva Merchant works the same way in many cases. **Wizards** were introduced in version 2.10. While they seem to take longer, they are considered shortcuts because they are more "foolproof." However, they don't really help you understand how Miva Merchant works per se. Wizards are perfect if you have a full-time administrator and only want to perform tasks yourself once in a while. But if you want to save money, and ultimately time, you need to understand all the elements of the admin area.

Also, with the 4.x release, there is now a simple administration (for users who want to just put their store together and let it run), and an advanced administration (for those who really want to tweak it). Still, it's best to understand how the program works.



We have noted throughout the tutorial those functions which can also be done with Wizards. Whenever you see this icon, it means the task can be done with a Wizard.

Because it is so important to understand *how* Miva Merchant works, **Wizards are covered at the END of this book**. And chances are, after you've gone step-by-step through this entire book, you'll only glance at them once or twice.

# The Administration Area

Anything you need to do to create your online store is in the administration area.

Remember that we won't be covering any coding here, so essentially every step we take to manipulate how the store looks will be done in the administration screens.

### Logging Into the Admin Area

Miva® merchant™ Storefront Development and Management System
Welcome!
Login: username
Password:
Login

Depending on your hosting provider, and the way Miva Merchant was installed on the server, the web address to log into your store's admin area should resemble one of these URLs:

https://www.yoursite.com/Merchant/admin.mv

https://www.yoursite.com/cgi-bin/miva?Merchant/admin.mv

Miva Merchant gives you two log in options: regular or secure (using SSL encryption). By logging in securely you take measures to further protect your store. However, you may have to make certain changes in the admin area before you can login securely. To login insecurely at first, just drop the "s" in the http:// command line.

When you login for the first time you are prompted with the Simple Administration Screen. This is the "beginners" screen that walks you through the basic tasks of setting up your store.



### Simple Administration

Based on the screen above, you see that you can use simple menu wizards to create categories, products, attributes, and so on. Even though Miva Merchant prompts you to start here, there are drawbacks.

For example, when adding products through the wizard, Miva Merchant builds a product code for you. Also, as we stated earlier, learning the short way really isn't as beneficial as learning the long way.

We will skip this section for now.

It is recommended that you follow this tutorial as it is written in order to gain the best understanding on how Miva Merchant works.

### Click the <u>Switch to Advanced Administration</u> link in the upper right-hand corner.



The blue arrows to the left of text indicate a drop-down menu of selections. They allow you to access areas of information and admin screens.

The gray navigation bar at the top will take you to information on the Miva web site, and on the far right is a logout button. Use this whenever you are through working in this area.

Miva Merchant does have a timeout. If you don't utilize this area for a default of 60 minutes, it will automatically log you out. Safe is always better than sorry.

## The Admin Structure

Miva Merchant's admin area uses tier-level menus for various settings. Here's a breakdown of where you will find features that can be manipulated. They are explained in detail throughout the following chapters.

### MALL SETTINGS

Mall Settings are those settings for the mall. This means that unless you use a different look and feel file (or .mv file) for each store, they will all use the same standard formats. Some individual store settings can be different, and you'll learn about these later.

**Refresh** – reloads the screen to represent the last saved changes

Main - takes you back to the main screen you see when you first log in

Domain Settings – settings required for mall operation
 Information – domain name, license number and version number
 Registration – owner's name and contact information
 Site Configuration – URLs and Secure URLs for graphics and files
 Timeouts – how long a shopper can be idle before their incomplete order is dumped (default 60 minutes)

Store Selection Layout – how your mall will look (displayed at runtime only when there is more than one store)
Layout – available "look and feel options"
Display – how the listing of mall stores is displayed
Colors – background, link and navigation bar color settings
Fonts – default font if not specified elsewhere
Images – navigation bar logo, store selection logo (for your mall)

Users - you can add and assign permissions to various administrative users

Modules – modules that are available to be assigned to the store

**Wizards** – step-by-step screens for simply creating products, categories and implementing other basic features

Stores – by default there is one store, but more may be added

**Utilities** – here you can pack the mall's data files

**Switch to Simple Administration** - takes you back to the admin area where you can just use Wizards to build your store
About Miva Merchant - important licensing and registration information

**Logout** - log out from the admin area

# *Chapter Four* **Creating the Store**

How your store looks can play a big role in whether or not visitors become customers. Selecting the right layout, colors, fonts and graphics is vital.

Throughout the exercises in this tutorial we'll direct you to use the  $\blacktriangleright$  (right arrow) to drop down menus in the admin.mv. Sometimes, as you may have completed previous exercises, this will be replaced by the  $\checkmark$  (down arrow). When this happens, you can skip step one as it has already been completed.

Whenever we say "the admin menu" we are referring to the menu of links and sub-menus on the left-hand side of the screen, and the content area for the feature with which you are working.

Before we start, we're going to take a look at the "default" settings for all stores. By this, we mean the settings all stores in this mall will have unless you make changes.

If you are only planning to operate your one store at your web site, there is really no need to change any of the following settings. In fact, you can skip to the next section, "Adding the Main Store."

# **Assigning Mall Settings**

Mall settings are used for the directory of stores. They apply only if you create additional stores into one licensed copy of Miva Merchant. (Additional store licenses must be purchased.) Since Miva Merchant can handle multiple stores, they can be run in a mall environment, which includes a listing of all stores customers can visit. These stores run independently of each other, each having it's own product line, group of customers, color schemes, images, checkout process, etc.

The mall settings affect only the mall directory page. So, if you plan to only run one store at the current domain, any changes made to these settings will have no effect on the public area of Miva Merchant.

In fact, you only plan to run one store, you don't even need to make any changes here.

# Remember, we are the advanced administration mode until we reach the Simple Admin section of this tutorial.

#### STEP BY STEP

- 1. In the admin menu for the mall, click the **Store Selection Layout** link.
- 2. Select the Miva Merchant Look & Feel layout.
- 3. Click the **Display** link. By default, if you have only one store, the merchant.mv file will go directly to that store. If you have more than one store, a Mall page will be displayed. Here, you can tell Miva Merchant how many store names to display per line, and if you want any information to be displayed above those links.
- 4. Click the **Colors** link.

Use the **b**utton to select colors from a grid. You can set default colors for:

**Body Background** The background color of pages.

**Body Text** The regular page text.

**Body Link** The standard HTML links.

# Store Selection Layout Layout Display Colors Fonts Images Body Background: #ffffff Images Images Body Text: Images Images Images Body Text: Images Images Images Body Link: Images Images Images Body Active Link: Images Images Images Body Viewed Link: Images Images Images Navigation Bar Background: #0000000 Images Images

#### **Body Active Link**

The color of a link while the link is directing to another page.

#### **Body Viewed Link**

The color of a link which has already been clicked.

#### **Navigation Bar Background**

The "button" bar at the top of each page.

If you know the hexadecimal value for the color values (a combination of six numbers and/or letters), you can enter them instead in these boxes.

5. Click the **Fonts** link.

By default, the font for the store is **Arial** as a first choice, and **Helvetica** as a

Layout Dis	play Colors Fonts Images
Body Tex	Face: Arial, Helvetica Size: -1

second. This means if a user does not have the Arial font installed on his or her own computer, the Helvetica font will be displayed instead (PC users normally use Arial, and MAC users normally use Helvetica). If the visitor has neither font installed, the browser's own default font (which could be anything) will be used.

Verdana is another popular font, as are Times (MAC) and Times New Roman (PC). Most other fonts should be avoided as they may not be installed on the user's computer, so they won't see the store as you do. For more information on Fonts, see **Appendix B**.

6. Click the **Images** link.

Layout Display Colors Fonts	a Images	
Body Background:		۵
Navigation Bar Logo:	graphics/en-US/mmui/blades.gif	٢
Navigation Bar "Select Store":	graphics/en-US/mmui/selstr.gif	

By default, Miva Merchant assigns its own images for Store Selection for malls (if the visitor is in one store, and wants to access another in a mall), and an image which will return him or her back to the index page of the actual Web Site (domain page) – this is the blades.gif image. You can also set a body background image here.

Remember, these settings only affect the actual Mall Entry page, and they can always be customized later.

# Adding the Main Store

Through most of this tutorial, we refer to the mall as having just one store. You can have more than one store within your mall. While we will discuss the different settings for the store, we won't be delving into actual coding (the actual scripting language that makes Miva Merchant run) for different stores.

#### STEP BY STEP

- 1. In admin menu, click the > next to **Stores**.
- 2. Click the **Add Store** link.
- 3. The administrative name created on setup will be entered, so you should leave this as is. This will be the main administrator for the store.
- 4. Enter a **store code** a short code for the store (suggestion is NO SPACES as this will be called in the URL to the store).
- 5. Enter a **name for the store** this is the actual store name and can contain spaces.

Owner	Settings	Layout	
admin			Ø
shopex			
Shop E	dend		
	admin shopex	admin	shopex

- 6. Click the **Owner** link at the top. The data entered on setup will already be filled in. If necessary, make any changes.
- 7. Click the **Settings** link at the top.
- 8. Enter the following:
  - The Units of Measurement you will use (pounds or ounces).

Add Store	
Identification Owner Settings Lay	<u>tuo</u>
Units of Measurement (Weight):	pounds
Basket Timeout (Minutes):	60
Price Group Overlap Resolution:	Lowest Price
First Order #:	15000
Sales Tax Calculation:	Shopper Selected Sales Tax 💌
Currency Formatting:	US Currency Formatting

- The **Basket Timeout** (how many minutes a shopper can be idle before the basket "times out" and the customer will need to start over).
- The **Price Group Overlap Resolution** (if you plan to use price groups, which price the customer will see).
- The **First Order** # (this cannot be changed later without developer modification).

- Sales Tax Calculation (how sales tax will be configured; if no tax will be used, choose state-based).
- **Currency Formatting** (which currency you will be charging).

Except for the First Order #, all settings can be changed later. If you're not sure which settings to use, choose something for now.

9. Click the **Layout** link at the top.

3
Misa Merchart Look & Fail.

10. We suggest you use the **Miva Merchant Look & Feel**. If you're dying to see what the KoolCat v1.x Look & Feel looks like and the chapter at the back of this tutorial isn't good enough, we suggest you choose it now, take a look, then switch.

**NOTE:** Switching Look & Feels later will result in the loss of settings and you will be stuck having to redesign your store.

11. Click the **Add** button.

# **Store Settings**

After adding your store, you will see additional features listed in the admin menu. You'll find these by clicking the **b** next to your store's name.

Don't feel compelled to understand all these features right now; this is just a list of what you will be learning how to do in Miva Merchant.

Wizards - discussed earlier, and later in the tutorial

Groups – additional admin users for the mall can be assigned permissions

**Countries** - you can select which countries are available for shipping and billing

States – you can select which states are available for shipping and tax

**Categories** – used to group your products

Products – add, modify, search, sort and delete

Attribute Templates - allows you to use templates for product options

**Upsale** – product offer with order amount prerequisite

**Inventory** - allows you to set options for managing product inventories

Affiliate Configuration - setup for your store's affiliate program

**Shipping Configuration** – set shipping method and rates

Payment Configuration - set payment methods

Order Fulfillment – customer and merchant e-mail notification of orders

**Logging** – log activity in your store and write it to a log file that can be used to print out various statistical information.

**System Extension Configuration** - used with optional user interface modules from third-party developers

Customers - display customer account information

**Availability Groups** – allow selected customers to buy exclusive product(s)

**Price Groups** – grant selected customers discounts

Order Processing – view, update and process orders

Utilities – import and export orders, products and other information

# **Reaching Your Online Store**

Once you have added it, you can begin viewing your store online at one of the following, depending on how Miva Merchant was installed.

http://www.yourdomain.com/Merchant2/merchant.mv

http://www.yoursite.com/cgi-bin/miva?Merchant2/merchant.mv

If your host provider has given the "Merchant2" directory a different name, you will need to edit this link.

As you work through admin and create your store, you will want to view the store itself regularly. We suggest you open a separate browser window to check the store's look while you are working in admin.

> NOTE: If for some reason your installation failed and the files are corrupt, call Miva's technical support. If there was a problem in the install process, it is easier to re-install than try to fix the problem.

# **Editing the Store**

You just created your store, so why would you edit it? The Edit Store feature allows you to set particular options that weren't available when simply adding the store. For now we'll only focus on making changes to standard options. Once we learn more about the advanced options listed here, we'll get back to them.

Changes made here can always be updated later, so don't worry if you are not sure about the settings you desire right now.

# If you make any changes in this exercise, be sure to click the Update button at the bottom of the screen.

#### STEP BY STEP

- 1. In the admin menu, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click your store's link.
- 3. Click the **Messages** link and enter some basic information (you can always change it later).

Edit Store: M	vMerchant.com			۲
Identification	Owner	Settings	Layout	Maintenance Mode
Order Minimums	Customer Fields	State Based Sales Tax	Messages	Pagination
Colors	Fonts	Images	Headers & Footers	Buttons
Page Sections	Product List Layout	Search Layout	Related Products Layout	Customer Accounts
Store Front Welc	ome:			1
Order Completed	Thank You: Thank		Disess heen this	
ondes completed	Thank Too. Thank	you for your order	. Please keep this	involce for you

**Store Front Welcome:** Here you enter the information a visitor will see when first accessing the store. It will basically be an index page to the store, but will also include the category tree on the left and navigation bar on the top, created by Miva Merchant on the fly. This section can include HTML. Use this space to hype new and hot products, provide links to other information, such as contact pages and ordering information. Do what you like with it.

**NOTE:** If you use HTML in the welcome message (or anywhere else for that matter), <u>do not</u> include the <HTML>, <BODY> and <HEAD> tags, nor the link color tags. Miva will take the Store Welcome Message and put it inside an actual complete HTML file. You may choose to use TABLES, but do not size the table itself (only one of the table's columns if need be), as Miva Merchant will size the screens automatically.

For information on screen sizes, resolution and other important information on creating these pages, see **Appendix B**.

#### **Order Completed Thank You**

This message is displayed at the top of the customer's final order page. Enter any information you want to be shown on the completed order page. For example:

Thank you for shopping STORE NAME. We appreciate your business. An email is en-route to you confirming this order, but please write your order number down should any problems occur. If you have further questions, please email EMAIL ADDRESS or call PHONE NUMBER.

#### 4. Click the **Pagination** link.

You can tell Miva Merchant how many products to **list per page** on both the Search Results page and the Product List page. By default, there is no pagination, but if you have hundreds of products, or more, this can leave visitors waiting a long time for all the listings to load, and they'll have to scroll quite a bit.

Product List:	O Do Not Paginate ⓒ Display 15	Products Per Page
Search Results:	<ul> <li>C Do Not Paginate</li> <li>O Display</li> </ul>	Products Per Page

We recommend setting this to **no more than 20 items per page**. Next and Previous buttons will be displayed at the bottom of each page of listings, and customers won't have to scroll extensively.

5. Click the **Customer Accounts** link.

Customers can create a login and Miva Merchant will then store the billing and shipping contact information (no payment info). Such accounts are required if you plan to offer discounts or product availability to select customers. This is discussed in more detail later.

	P Display Links Above Categories		
Customer Login Link:	Existing Customers		
Customer Account Link:	Hi.	C None 🤄 First Name C	First Name Last Name
	🖻 Display Login Bet	fore Order Form	

**Display Link Above Categories** – this optional feature will display a "Customer Login" link above the listing of categories in your store. If a customer already has created a customer account, it can display a salutation, and his or her name. Other wise, it will display a prompt for either "Existing Customers" or a sign-in prompt which you will name.

**Customer Login Link** – you can signify the text shoppers will read, prompting them to either login or create an account.

**Customer Account Link** – you can select the greeting for logged in customers, such as "hello, NAME". You can have Miva Merchant display the first name, the first and last names, or no names. You can also add additional text. Keep it short.

**Display Login Before Order Form** – when a customer decides to checkout (order the items in the shopper's basket), you can alert them to either login, create a customer account, or to checkout without creating an account.

#### 6. Click the **Colors** link.

You can select the color theme for your store on various aspects. See below for a table outlining which items can have assigned colors.

Body Background	P111	۹		
Body Text:	-			
Bady Link:	-			
Body Active Link	-			
Body Viewed Link:	<u> </u>			
Category Tree Background	Jaaoooat			To change any of the
Header Foreground	-			colors, just click the Select Color button
List Header Foreground:	[enn			next to each item, or
List Header Background	P640064			enter the hex-color
List Alternate Background	-			value in the text box.
Navigation Bar Backgrounit	#5-43064	- 🔳	-	

Color Item	What it Affects
Body Background	The background color of each page. We recommend using either white or black.
Body Text	The color of standard text. We recommend either white or black.
Body Link	The color of any linked text.
Body Active Link	The color a link changes to while the link is being activated.
Body Viewed Link	The color of a link after it has been clicked; denotes the visitor has already visited that page or item.
Category Tree Background	The background color of the left menu which houses the category links. This can remain the same as background color, or you can assign another color to spice up the page.
Header Foreground	The color of the header text displayed in Category pages, such as the category title.
List Header Foreground	The color of the header on a product list page.

List Header Background	The background of the individual product lines on a product list page.
List Alternate Background	The alternate background (like shading every other line in a spreadsheet) of individual product lines on a product list page.
Navigation Bar Background	The background color of the Navigation Bar at the top of each page.

7. Click the **Fonts** link.

You can signify which fonts are used throughout the store. We recommend that you use only the five most common fonts found on computer systems, and no size smaller than -1. You should also assign more than one font, so if a customer does not have the first choice installed on his or her computer, the second choice will be displayed.

Body Text:	Face: Verdana, Arial, Helvetica
	Size: -1
Category Tree Text:	Face: Arial, Helvetica
	Size: -1
Header Text:	Face: Arial, Helvetica
	Size:
List Header Text:	Face: Arial, Helvetica
	Size:

#### **Serif Fonts**

Serif fonts have little "hooks" on each letter. <u>The font this sentenced is</u> <u>typed in is a serif font – Times New Roman.</u> It is a default font on most machines.

When assigning this font, you should use: **Times, Times New Roman** – MAC users generally use Times, and PC users generally use the latter.

#### **Sans Serif Fonts**

Sans Serif fonts don't have "hooks."

#### This sentence is typed in a sans serif font – Arial.

When assigning this font, you should use: Arial, Helvetica – MAC users generally use Helvetica, and PC users generally use Arial.

Verdana is a popular font as well, and is common with all newer PCs.

This sentence is typed in Verdana.

To signify Verdana as the default font, enter Verdana, Arial, Helvetica.

If you assign any font the user does not have, the default font they've set in their browser will be used.

For more information on fonts and which font sizes you should use, see **Appendix B**.

8. Click the **Images** link.

Identification	Owner	Settings	Customer Fields		
Maintenance Mode	Order Minimums	Shopper Selected Sales Tax	<u>Messages</u>	Pagination	
Colors	Fonts	Images	nages Headers & Cus Footers Acc		
Buttons	Page Sections	Product List Layout	Search Layout		
Body Background	d:			<u> </u>	
Navigation Bar Lo	ogo:	graphics/en-US/mmui/bli	<u> </u>		
Navigation Bar Logo Link:				_	
Navigation Bar "S	Select Store":	graphics/en-US/mmui/se	۵		
Navigation Bar "S	Store Front*:	graphics/en-US/mmui/sto	۵		
Navigation Bar "A	Account*:	graphics/en-US/mmui/ac	<u>ه</u>		
Navigation Bar "S	Search":	graphics/en-US/mmui/se	<u> </u>		
Navigation Bar "F	Product List":	graphics/en-US/mmui/pr	- 🔊		
Navigation Bar "E	Basket Contents":	graphics/en-US/mmui/ba	- 3		
Navigation Bar *C	heckout":	graphics/en-US/mmui/ch	۵		

Miva Merchant includes a set of images (buttons) for store navigation. These include buttons shoppers can click on for the **Store Front**, **Basket Contents**, **Account**, **Checkout**, **Product List** and **Search**. You can opt to keep these buttons, however, your store will then look like many other Miva Merchant stores. Chances are you will want to change these.

For right now, leave these as they are. After learning to create your own buttons (**Appendix B**), and the uploading procedure, these changes can be made. We'll discuss these and other changes in *Chapter Nine: Fleshing Out the Store*.

You may opt, at this time, to enter the URL to your home page (index.html or index.htm for your site) in the **Navigation Bar Logo Link** box.

As you can see, there are many more options in the Edit Store section. We'll be getting into all of them as we work on the store. First, we need to get beyond the basics.

# **Order Confirmation Messages**

As a merchant, you do not want to have to login to the store every day to see if an order is placed. Also, you want customers to receive immediate notification that their order was received. Miva Merchant includes email confirmation and notification features for both the merchant and customer.

#### **Enabling Notification**

Before editing the email notification systems, you first have to tell Miva Merchant you will use these methods for order processing.

#### STEP BY STEP

1. In the admin menu, click the **Order Fulfillment Configuration** link.



- 2. Put a check in the boxes next to both Customer Order Confirmation Email and Email Merchant Notification.
- 3. Click the **Update** button.

#### **Email Merchant Notification**

This feature will force Miva Merchant to send an e-mail to you each time a customer places an order. The email will include the customer's shipping and billing contact information, the item(s) the customer ordered, any tax or attributes selected, and a total amount of sale. It will not include payment information – you will need to log into the admin area to retrieve this (see *Chapter Six: Processing Orders*).

As with nearly everything else in Miva Merchant, receiving these emails is not required. In fact, if you plan to use an automatic payment gateway module and will be receiving several orders per day, you may not want to receive these at all.

#### STEP BY STEP

- 1. In the admin menu, click the **Order Fulfillment Configuration** link.
- 2. In the Order Fulfillment screen, click the **Email Merchant Notification** link.

Modules Em	ail Merchant Notification Customer Order Confirmation Email
From:	Customer's Email Address
	O Other:
To:	info@mediasi.com
CC:	
Subject:	Online Order Placed With Miva Merchant
Header (Precedes Order Information):	The following order was placed with Miva Merchant:

- 3. Choose which **email address** you would like the order information to be **sent from**. This is usually set at the Customer's Email Address, but you can opt to have the return address be from another address.
- 4. Enter the address that should receive the order information. This is usually the email address of the person responsible for processing orders.
- 5. If applicable, enter any other email address that should also receive the order information.

- 6. Enter the **Subject** of the message. Customers will not see this, as the email will be sent to the merchant.
- 7. Enter any prefix message to the order email in **header area**. You can change the words "Miva Merchant" to the store name. Again, customers will not see this.
- 8. Click the **Update** button.

#### **Customer Order Confirmation Email**

Most merchants will want to send immediate order confirmation to the customer; customers have come to expect this. Without utilizing this feature, chances are customers will email the merchant, asking if the order was ever received.

#### STEP BY STEP

- 1. In the admin menu, click the **Order Fulfillment Configuration** link.
- 2. In the Order Fulfillment screen, click the **Customer Order Confirmation Email** link.

Order Fulf	illment Configuration
<u>Modules</u> Em	ail Merchant Notification Customer Order Confirmation Email
From:	info@mediasi.com
CC:	
Subject:	Your Order with STORE NAME
Header (Precedes	Thank you for placing an order with STORE NAME. We appreci
Örder Information):	Please save a copy of this email and refer to your order n
,	1

- 3. In the **From** box, you should put the merchant's email address. This is the email address used for the store you have created.
- 4. You can opt to send a copy of this message to other addresses aside from the customer's email address.

- 5. Enter the **Subject** of the message; it should be simple and should note that it is an order confirmation.
- 6. Enter the **Header** of the message; this is any information that precedes the confirmation of the customer's contact and ordering information. It should include the store name, estimated delivery time and contact information for the store (email and phone for customer queries).

NOTE: You should not use any HTML in this email message. Many users' email accounts are set to not view HTML. Plus, since HTML is one way to spread viruses, it's good practice to not use it in your emails. (the big guys do, defying the standards of email altogether, and we think they're wrong)

7. Click the **Update** button.

Miva Merchant will "plug" the customer's billing and shipping contact information and order information into this e-mail. Credit card and check numbers will not be displayed – you will need to login to the admin area for this information.

# **Calculating Shipping Charges**

Miva Merchant includes basic shipping modules for you to use when needing to configure shipping charges on orders. When you click on the **Shipping Configuration** link in the admin menu, the above screen will appear.

Miva Merchant 4.12 and higher comes pre-installed with seven shipping modules. They are:

#### Weight Table Based Shipping (2.2 & higher)

Shipping based on a charge for a set weight range. Includes a handling charge. Also allows you to add additional shipping costs on a per product basis.

#### Price Table Based Shipping

Shipping based on the total order amount. Includes a handling charge.

#### **Quantity Based Shipping**

Shipping based on the number of items ordered.

#### **Minimum Weight Shipping**

Shipping based on an amount per unit (pound or ounce), with a minimum charge.

#### Flat Rate Shipping

A set amount per order.

#### **Base + Weight Shipping**

Shipping configured by a base fee plus an amount per item.

#### **UPS Online Rates & Service Selection Tool**

UPS Online Shipping Calculation (2.00 and higher) - Shipping configured via the UPS online gateway. This module was updated in version 4.1x, and now requires merchants to first register at <u>http://www.ups.com</u> to use the gateway calculations.

NOTE: All of the standard shipping modules included in Miva Merchant, except for UPS Online, are set to be configured for all customers, regardless of the shipping address. If you need to charge different rates by World or State Zone, you may need a third-party shipping module.

# Adding a Shipping Module *W*

You can add and delete shipping modules as you need. However, if any orders have been placed using an active shipping configuration, those orders will need to be removed from the system before you can remove the shipping method (removing is discussed later).

Since you're just starting, feel free to add several shipping methods so you can decide which ones will work best for you.

#### STEP BY STEP

- 1. In the admin menu, click the **Shipping Configuration** link.
- 2. Check off any Shipping Methods you want to use.
- 3. Click the **Update** button.

If you choose more than one method, shoppers will be given a choice of shipping methods.

Shipping Configuration				
Modules	Price Table Based Shipping			
Assigned	l Module			
	Weight Table Based Shipping			
	Price Table Based Shipping			
	UPS OnLine Shipping Calculation			
	Quantity Based Shipping			
	Minimum or Weight Shipping			
	Flat Rate Shipping			
	Base + Weight Shipping			

Next, we discuss each of the seven shipping modules included with Miva Merchant 4.x.

## Weight Table Based Shipping 🛛 📈

This module allows you to configure shipping based on the weight of the entire order. It also allows you to add a base handling charge to each order.

#### STEP BY STEP

1. After adding this module, click on the **Weight Table Based Shipping** link at the top of the screen.

Shipping Configuration						
Modules Weight Table Based Shipping		e new met ht, click th				
Shipping Method Har	ndling	Ceiling	Charge	<b>A</b> 🕒		
Standard Shipping	3.00	I	(	b b		
You can add several types of shipping	7	1.00	2.50 (	Ð		
methods based on weight regardless of the carrier you plan to use.		2.00	3.20 (	Ð		
		3.00	4.30 (	Ð		
0.0	D					
		Upo	date	Reset		

- 2. Click the button in the top right corner of the configuration box.
- 3. Enter a name for this shipping method, such as "Standard Shipping." Your customers will see this label.
- 4. In the **Handling** box, and if applicable, enter a base handling charge. This amount will be applied to all orders, regardless of the total amount of the order.
- 5. Click the **Update** button. New empty fields will appear for this shipping method.
- 6. In the **Ceiling** box, enter the maximum weight of the order for which you will be charging a set price. In our example, this is 1 pound.
- 7. In the **Charge** box, enter the shipping charge for the ceiling weight you just entered. In our example this is 2.50. Do not include the \$.

- 8. Click the **Update** button.
- 9. Continue steps 6 8 until all configurations are made for this shipping method.

To create a new method, such as "Priority Mail," click the <sup>b</sup> button at the top right again and repeat 3 - 9.

Additional shipping charges can also be added per product under each product's Weight Table Shipping Charges link.

#### Price Table Based Shipping

ing W

This module allows you to set shipping charges based on the total of an order. You can also include a handling charge.

#### STEP BY STEP

- 1. After adding this shipping method, click **the Price Table Based Shipping** link at the top of the screen.
- 2. Click the button in the top right corner of the configuration box.
- Enter a name for this shipping method, such as "Standard Shipping" or "USPS." Your customers will see this label.

Modules Price Table Based Shipping						
Shipping Method	Handling	Ceiling	Charge	b		
USPS	1.00			66		
		20.00	3.55	Ð		
		50.00	5.00	b		
		1000.00	6.95	b		
USPS Express Mail	11.75					
		0.00	0.00			
Shipping Configuration u	pdated	U	pdate	Reset		

- 4. In the **Handling** box, and if applicable, enter a base handling charge. This amount will be applied to all orders, regardless of the total amount of the order.
- 5. Click the **Update** button. New empty fields will appear for this shipping method.
- 6. In the **Ceiling** box, enter the maximum total of the order for which you will be charging a set price. In our example, this is 20.00. Do not include the \$.
- 7. In the **Charge** box, enter the shipping charge for the ceiling total you just entered. In our example this is 3.55. Do not include the \$.
- 8. Click the **Update** button.
- 9. Continue steps 6 8 until all configurations are made for this shipping method.

To create a new method, such as "Express Mail," click the <sup>1</sup> button at the top right again and repeat 3 - 9.

## Quantity Based Shipping

This module allows you to charge shipping by the quantity of products purchased. For example, you can charge one amount for 1-3 products; another amount for 4-5 products and a different amount for 6+ products.

You can also charge a simple standard rate per product.

#### STEP BY STEP

1. After adding this module, click the **Quantity Based Shipping** link at the top of the screen.

Shipping Configuration			<b>(</b>
Modules Quantity Based Shipping			
Method	Prog. Flo	oor Ceiling Amount/L	Jnit 📵
USPS Priority Mail	ঘ		BB
		Update	Reset

- 2. Click the button to add a method.
- 3. Enter the ship **Method** here we use Priority Mail.
- 4. If you will charge a total ship cost based on groups of quantities, check the **Prog** box (stands for **Progressive**). If you are charging per item based on how many items, leave this unchecked (for **Standard**).
- 5. Click the **Update** button.
- 6. Enter the floor and ceiling levels, and ship costs as shown on the next page.
- 7. Click **Update** to complete your additions/changes.

#### STANDARD (per item charge)

- 1. In the **floor box**, enter the **minimum product amount**.
- 2. In the **ceiling box**, enter the **maximum amount**.
- 3. In the Amount box, enter the cost PER ITEM.

For example, if you charge \$2 per item for the first five items, and \$1 per item thereafter, you will set two line items for shipping calculation. Miva Merchant will add the amounts as needed based on the number of items ordered:

Shippir	Shipping Configuration					۲
Modules	Quantity Based Ship	ping				
Remove	Method	Prog.	Floor	Ceiling	Amount/Unit	B
	Standard					<b>b b</b>
			1	5	2.00	Ð
			6	+	1.00	Ð
Shipping	Configuration updated				Update	Reset

#### The + denotes an unlimited number of items.

If we want to add another method of shipping, such as overnight shipping, then we would click the button and name it Express, then enter our floors and ceilings for that method.

#### PROGRESSIVE (flat charge for range of items)

- 1. In the **floor box**, enter the **minimum product amount**.
- 2. In the **ceiling box**, enter the **maximum amount**.
- 3. In the Amount box, enter the ship cost per item.

For example, if you charge \$5 per item for shipping if the customer orders 1 to 3 items, and another \$7 per item for 4 to 10 items, and \$8 per item for 11 or more items, you will have three calculations Miva Merchant will consider based on the total items ordered. In our example below, the total ship charge for 11 items ordered would be \$72 - (\$15 + \$49 + \$8).

Shipping Configuration						۲
<u>Modules</u>	Quantity Base	ed Shipping				
Remove	Method	Prog.	Floor C	eiling A	mount/Unit	B
	USPS	4				bb
			1	3	5.00	B
			4	10	7.00	Ð
			11	+	8.00	B
Shipping	Configuration up	odated			Update	Reset

#### The + denotes an unlimited number of items.

If we want to add another method of shipping, such as overnight shipping, then we would click the button and name it Express, then enter our floors and ceilings for that method.

#### Minimum or Weight Shipping

This module allows you to charge shipping by weight, but set a minimum shipping amount no matter what is purchased. For example, if you charge \$3.00 a pound, with a minimum ship charge of \$2 (even if it's just 2 oz.), you will use this method.

With this method, you decide which shipping service to use. You also manually figure the ship cost per weight.

#### STEP BY STEP

1. After adding this module, click the Minimum or Weight Shipping link at the top of the screen.

Shipping Configuration				2
Modules UPS OnLine Shipping Calculation	Minimum or Wei	ght Shippi	ng	
Shipping Method		Amount/W Unit	eight Minimu/ Charge	
USPS			1.00	2.00 🕒
USPS Priority Mail			1.35	3.20 🕲
		0.00	0.00	
			Update	Reset

- 2. Click the <sup>b</sup> button to add a method.
- 3. Enter the **method name** you want customers to see (in our example this is USPS, USPS Priority Mail, etc.)
- 4. Enter the charge **per unit** (by default set as pounds in store setup).
- 5. Enter the **Minimum Charge** amount minimum amount of shipping that will be charged, regardless of the weight.
- 6. Repeat steps 2 5 for additional selections; each of these will be available in a shipping pull-down menu for the customer to select from.
- 7. Click the **Update** button.

### Flat Rate Shipping

The module allows you to charge a flat shipping rate. You can use this in conjunction with other shipping methods. For example, if you want to charge US customers a flat shipping rate, but other customers a charge per pound, or even a different flat rate, then you would use this module for the flat rate, and any other module for other countries.

#### STEP BY STEP

1. After adding this module, click the **Flat Rate Shipping** link at the top of the screen.

Shippir	ng Configuration			0
Modules	Base + Weight Shipping	Flat Rate Shipping	Minimum or Weight Shipping	
Shippin	g Method			Amount 🕲
US Cust				5.00 🕒
			0.00	
Shipping	Configuration updated		Update	Reset

- 2. Click the button to add a method.
- 3. Enter the **method name** you want customers to see.
- 4. Enter the **flat rate** the customer will be charged if selecting this shipping method.
- 5. Repeat steps 2 4 for any additional methods using Flat Rate Shipping.
- 6. Click the **Update** button.

TIP: If you are not shipping UPS and want to charge more accurate overseas shipping, you can either purchase a third-party module for a link to the USPS web site (for US merchants), or simply enter 0.00 for overseas – stating you will email those customers with the actual ship costs.

## Base + Weight Shipping

This module allows you to charge a base shipping charge plus actual shipping charges based on the weight of the products ordered.

#### STEP BY STEP

1. After adding this module, click the **Base + Weight Shipping** link at the top of the screen.

Shipping Configuration						۲
Modules	Base + Weight Shipping	Flat Rate Shipping	Minimum or We	eight Shipping		
Shippin	g Method		Base Cha	arge Amount Unit	Weight	۵
USPS			2.00	3.00		
				Update	Re	set

- 2. Click the button to create a method.
- 3. Enter the **method name** you want the customer to see in the ship method list.
- 4. Enter the **Base Charge** a "handling" charge that will be applied to each order.
- 5. Enter the amount to charge **per unit** (by default this is pounds; set in store setup).
- 6. Repeat steps 2-5 as needed for additional methods.
- 7. Click the **Update** button.

#### UPS Online Rates & Service Selection Tool

This module allows you to charge a base shipping charge plus actual shipping charges based on the weight of the products ordered.

NOTE: If your version of Miva Merchant 4.x does not include the UPS Online Rates & Service Selection Tool module, you will need to update to the latest version of the software.

#### STEP BY STEP

1. After adding this module, click the **UPS Online Rates & Service Selection Tool** link at the top of the screen.

Shipping Configuratio	n		۷
Modules UPS OnLine® Rat	tes & Service Selection Tool Flat	Rate Shipping	
UPS Registration Number:	UPS requires you to register with th Senice Selection Tool. Please enter have a registration number, please g		
URL to UPS CGI Gateway:	http://www.ups.com/using/services	/reve/qcost_d	
Rate Chart:	RegularDailyPickup 💌		
Handling:	0.00		
Available Shipping Methods:	<ul> <li>✓ UPS Next Day Ait<sup>®</sup></li> <li>✓ UPS Next Day Air Early A.M.<sup>®</sup></li> <li>✓ UPS 2nd Day Air<sup>®</sup></li> <li>✓ UPS 3 Day Select<sup>®</sup></li> <li>✓ UPS Standard</li> <li>✓ UPS Worldwide Expedited <sup>SM</sup></li> </ul>	♥ UPS 2nd Day Air A.M.♥ ♥ UPS Ground ♥ UPS Worldwide Express Plus <sup>SM</sup>	
Notice:		assuming shipper supplied packaging will be used. No ensized package calculations are performed.	
		Update	Reset

- 2. Enter the information required:
  - a. Your UPS Registration Number, which was assigned to you by UPS.
  - b. The **Rate Chart** select the type of rates you need by telling UPS how you handle pickup or dropoff of packages.
  - c. **Handling** If you impose a per-order handling fee, enter that amount here (do not include the \$).
  - d. Available Shipping Methods Check off only the methods you will ship.
- 3. Click the **Update** button.

# **Payment Configuration**

In order to sell online you need to be able to take money. Okay, you knew this...

While accepting checks is a good start, credit card acceptance is what will make or break your store.

There are things to consider when getting ready to launch an online store that accepts credit cards, and the option you decide affects which settings are made in the Payment Configuration area.

A merchant account allows you to accept credit cards.

A third-party **payment gateway** allows your store to approve credit card payments in real time. This gateway works *with* your merchant account, and it incurs its own separate fees.

You need to determine if you want to manually approve credit card payments (less expense, but takes more time) or if you want someone else to do this for you (more expensive, but takes less time). Basically, you need to determine what your time is worth.

#### Manual Processing vs Gateway

If you're expecting less than 10 orders per week, manually processing payments will probably be fine.

Whether you will obtain a dial up merchant account, software enabled or one that requires a machine, each transaction will take you 2-3 minutes to process and log. This does not count time needed for cross-referencing transactions to orders, etc. Overall, we've found that stores processing 20-30 orders per week will likely waste about 6-8 hours per month processing.

A payment gateway will handle the processing for you. All of them included with Miva Merchant also allow you to log in to a web site to place manual transactions (phone orders) and handle other tasks such as running reports, crediting and voiding sales and inquiring about funds. Overall, we've found that stores processing 20-30 orders per week will spend about 1 hour per month processing.

**Now** is the time to apply for a merchant account, with or without a payment gateway. Since the paperwork and setup of the account can take a few days to complete, you'll want to get this taken care of while you are building your store.
## Check & Credit Card Payment Acceptance W

You must first set payment options in order to accept any orders in the store.

#### STEP BY STEP

- 1. In the admin menu, click the **Payment Configuration** link.
- 2. Check off the payment types you will be using/accepting.

If you will manually process credit card payments, select **Credit Card Payment With Simple Validation**.

Authorize.Net Payment Services v3.0
E-Commerce Exchange/QuickCommerce 3.0 Payment Gateway
Check Payment
COD
Moneris e-SELECT Payment Service
GlobalCommerce Payment Gateway
CyberSource ICSv2 Payment Services
Cardservice/LinkPoint Payment Gateway
Credit Card Payment With Simple Validation
Paradata Payment Service
Verisign Payflow Link
Verisign Payflow Pro (PaymentNet)

If you accept checks (not online checks, but paper checks in the mail), check the **Check Payment** option.

3. Click the **Update** button.

If you selected any third-party payment gateway, then see **Appendix** C for information on setting up these modules.

## Credit Card Payment with Simple Validation

The **Simple Validation** method only verifies the card number is an actual credit card number; it does not authorize funds or validate ownership. If you use this method, you will have to also click on the **Credit Card Payment With Simple Validation** link to select which card types you accept.

- 1. In admin menu, click on the **Payment Configuration** link.
- 2. Check off Credit Card Payment with Simple Validation.
- 3. Click Update.



- 4. Uncheck any credit card types you will NOT accept.
- 5. Click the **Update** button.

**NOTE:** If you have issued store credit cards or need to re-implement a card, simply click the button in the top right corner, and enter the appropriate data.

## COD Acceptance 🚺

You can allow customers to have items shipped to them Cash On Delivery. This method means you will ship the product and the customer will pay cash to the carrier upon delivery. This is not a fool-proof method; if the customer is not home, or refuses the package, you are stuck paying fees. However, you can impose those fees at the time of ordering.

Before accepting COD, check with your carrier and see what it charges for this type of delivery.

- 1. In the admin menu, click on the **Payment Configuration** link.
- 2. Check off **COD**.
- 3. Click Update.
- 4. Click the **COD** link at the top of the screen.
- 5. Enter the **Handling Charge** for COD payment.
- 6. Include any additional **message** for the customer choosing this method.
- 7. Click the **Update** button.

## Check Payment

With this module, you only have the customer select to mail you a check, and enter the check number he or she will be sending. It does not offer verification services, nor does it collect data for Internet Checks.

When offering this payment method, be prepared to hold goods while the check is en route. Also be prepared to have to put goods back in stock as some people will not follow through.

- 1. In the admin menu, click on the **Payment Configuration** link.
- 2. Check off Check Payment.
- 3. Click Update.

# Viewing, Modifying & Deleting States

For US merchants, Miva Merchant includes a list of all states and an option for Outside US. This list appears in the contact information page the customer fills out, and is used for setting sales tax and the available "ship to" states customers may select upon ordering. You can modify this list.

## **STEP BY STEP**

- 1. In the admin menu click the **States** link.
- 2. Make any modifications.

To add a new state, click the <sup>b</sup> button.

To edit a state, click the <sup>D</sup> button.

To remove a state, check the **Remove** box.

3. Click the **Update** button.

States			
		Search:	
Remov	e Cod	e State	6
		Outside US	•
	AK	Alaska	۵
	AL	Alabama	6
	AR	Arkansas	۵
	AZ	Arizona	
	CA	California	۵
	CO	Colorado	
	CT	Connecticut	
	DC	District of Columbia	
	DE	Delaware	

NOTE: The only time you would remove a state is if you will not accept orders or ship to that state. If you remove the Outside US option, only US customers may shop.

# Viewing, Modifying & Deleting Countries

Miva Merchant includes a list of nearly every country that can accept shipments. You may want to remove (or add) countries. For example, if there is a country you will not deliver to, or one you will not accept payment from, then you will want to remove that country from the list.

- 1. In the admin menu, click the **Countries** link.
- 2. Scroll through the list of countries, unchecking any country you do not want to use (this will unassign them, so you can always reassign them later).
- 3. Click the **Update** button.

**Remember:** If you want to view more than 10 per page, enter a new number and then click the Solution.

# Chapter Five Categories & Products

Miva Merchant uses categories to organize products in the store. While you could just throw hundreds of products online without any categorization, it is ill advised. We've already discussed the importance of "ease of use" for your customers. Maintaining easy to navigate categories and subcategories is part of the process.

Before you start, you need to consider how you will categorize the products the store will offer. You can also use subcategories. It is suggested that you use no more than 12 main categories, as you don't want to confuse your customers with dozens of choices right off the bat. Use subcategories to break down the main categories.

Here is a sample hierarchical view of categories and subcategories.

The Music Store	
Country Classic Country New Country	By assigning products to categories, you make a shopper's browsing experience a more pleasant one. While shoppers can SEARCH for products, they can also browse for a
Rock Classic Rock	particular type of item they are looking for.
<u>Alternative Rock</u> Hard Rock	You can have many levels of categories and sub-categories. However, the more levels you have,
<u>Heavy Metal</u> Soundtracks	the more space will be taken up by the category section when shoppers reach that level, which means less space will be available for actual
<u>Clearance</u>	product viewing.
<u>Music</u> <u>CDs</u> <u>Cassettes</u> T-shirts	
Pre-Order	

Note that some subcategories are actually three-levels in. There is no limit to the number of levels you can use for categorization.

#### STEP BY STEP

1. In the admin area, click on the  $\blacktriangleright$  next to your store's named link.

W

- 2. In the admin area, click on the  $\blacktriangleright$  next to **Categories**.
- 3. Click on Add Category and enter data.

Add Category	<b>(</b>
Category Pagination Headers & Footers Images	
Category Code:	
Category Name:	
Parent Category:	
Active	
Add	Reset

**Category Code** – an abbreviated code for the category, such as CY for Country Music. Do not use spaces; only use alphanumeric characters.

Category Name – the actual name of the category, keep it brief!

**Parent Category** – leave this blank for now.

**Active** - if checked the category will show in the store, if not, then it will not appear to the customer (but will appear in the admin section); you can temporarily turn categories off in your store.

4. Click on the **Pagination** link.

<u>Category</u>	Pagination	Headers & Footers	<u>Images</u>	Products					
Pagination: O Do not paginate products									
	💿 Displa	ay <mark>7 products</mark> p	er page						

You can tell Miva Merchant how many products to display per web screen in each category. If you set this to 10 and there are 50 products in this category, visitors will get a Next button to move to the subsequent pages of products.

You may choose not to paginate. However, if there are many products in this category, the thumbnail images for those products will increase page load time. Our recommendation is **that if you have more than 10 items in a category, you should paginate**. Individual products will still load in their own pages.

#### 5. Click on **Headers and Footers**.

Here's where you can enter detailed information, such as text and or links and graphics at the top or bottom of each category page. You can use HTML in the Category Header and Footer.



**Display Category Title** – The category title will be displayed below any category header, so you may want to include the category name in the header instead. If you are including the category name in the header, uncheck this box.

6. Click on the **Add** button.

The category is the basis for product listings, so once you've added these, you can begin adding products to your store or make additional changes to the Category itself. When creating a category, the only required information is the code, name and parent category (if applicable).

# Using Images for Categories

You can opt to use an image rather than just text for the category tree and category titles. Images are not required.

In order to use graphical navigation of categories, you first need to create the images. We recommend the following:

#### **Category Tree**

A button (.gif) about 120-140 pixels wide by 20-25 pixels high. These buttons should all be the same width. They will appear in the left-frame of the category listings. Not all categories and sub-categories require images.

#### **Category Title**

An image (preferably gif, but .jpg will work) no larger than 300 pixels wide and 60 pixels high. These images will be displayed at the top of each category page which lists your products in that category. You don't want the image to take up too much of the screen; customers are there to shop. Show off your products not your categories!

NOTE: If you are not sure about specifications of images and graphics for the Web (size, file type, etc.), please review Appendix B before adding any images or custom graphics to your online store.

You can add the image as you add the category (by clicking the Images link at the top), or you can edit the category later.

## **Uploading Category Images**

To upload a graphic for the category listing or category tree, click the <sup>(a)</sup> button next to the appropriate selection.

Click the **Browse...** button and navigate to the directory and file on your computer. When you find the file, double-click to return to this screen.

If the file already exists and you are uploading a new copy of it, check off **Overwrite**. Otherwise, leave this unchecked.

Click the Upload button.

Category Pagination Headers & Footers	Images		
Tree Image:		<u> </u>	
Upload File - Microsoft Internet Explorer			
Upload File			
C Overwrite			
File:		Browse	
	Upl	oad Ca	ancel

# **Creating Sub-Categories**

Sub-categories are great to further categorize your products. When a subcategory is created, the category to which it underlies is called the **parent category**.

You can create a sub-category one of three ways:

- 1. Under the Categories tree in the admin menu, click the ▶ next to the parent category, and then click on Add Sub-Category.
- 2. Under the Category tree, click on Add Category.
- 3. Click on the **Categories** link and at the category sort list, click the <sup>b</sup> button.

Add Category									
Category Pagination Headers & Footers Images									
Category Code:									
Category Name:									
Parent Category:									

You enter information for sub-categories the same way you do for parent categories. The only difference is signifying the parent category (which will already be entered if you chose option  $\underline{1}$  above).

The parent category is the category CODE, not the actual name of the category. The parent category must already exist in order for you to create a sub-category.

If you need to look up the appropriate parent category, click the 😬 button next to the parent category entry box. This will launch a pop-up window of all current categories.

When you find the category you want, click the <sup>(a)</sup> button.

# **Editing Categories**

Don't worry if you make a typo or a mistake on some of your category headers and footers. You can edit each and every one of your categories at any time by just clicking on the category name in the category list, making the changes in admin and then clicking the **Update** button. The entry screens are identical to when you created the category.

To find a sub-category to edit, just click the  $\blacktriangleright$  next to the parent category, then select the sub-category.

Or, you can click the **Categories** link, and use the search box in the upper right-hand corner. You can search by category name or code.

# **Deleting Categories**

To delete a category, just go to the category in admin, and click the **Delete** button.

Deleting a category will not delete the products within the category, but you will need to assign those products to another category. Otherwise shoppers won't see the products listed unless they navigate all the product listings, or perform a search with particular terms which will call that product to be listed. We'll learn how assign categories in a bit.

# **Troubleshooting Category Codes**

All Categories must have a unique Code. However, many categories can have the same Name.

For example, if you sell apparel for both women and men and you want to use MEN and WOMEN as main categories and the types of apparel in subcategories, here's what you can do. In this example, we list the Name of the category, followed by the Code (unique identifier).

MEN (men) SHIRTS (m-shirt) PANTS (m-pants) TIES (m-ties)

WOMEN (women) SHIRTS (w-shirt) PANTS (w-pants) By using a letter- example (as shown above) this also makes it easier for us to distinguish exactly which category products will be listed in. You don't have to do this the same way, so long as the **Category Code is always unique**.

# **Sorting Categories**

You can tell Miva Merchant how you want your categories to be ordered on the store pages. You can sort them alphabetically, by popularity or any other way you'd like.

To sort by Category Name or Code, simply click the appropriate links.7

You can also manually sort categories using this feature.

## STEP BY STEP

- 1. In the admin area, click the **Categories** link.
- 2. Use the and buttons to reorder the categories.

If necessary, click the  $\rightarrow$  button to move to the next page.

Or enter a larger number to display on this screen and click the button.

3. Click the **Update** button.



If you want to view more than 10 items per page, enter a new number and then click the refresh button.

# **Creating Products**

There's a long way, and a short way to add products to your online store. We'll start with the long way, so you'll better understand just how products are assigned to the store.

It's wise to implement some sort of logical numbering or coding system for your products. This system should match any current inventory or invoicing program you may already have implemented, or you can create one as you build your store. Product codes can include numbers and letters – we suggest you don't use any special characters (except for the dash) for product codes.

## Adding a Product 🛛 🚺

This first exercise explains how to create an uncategorized product. We can categorize it later.

- 1. In the admin tree, click the  $\blacktriangleright$  next to **Products**.
- 2. Click on **Add Product**.

Product Image	s Related Products	Headers & Footers	
Product Code: Product Name: Category Code: Price: Cost: Weight: Description:			The Product Code is used by Miva Merchant's database files to identify the product. It will also be used by your inventory or invoicing program. Make the Product Code short and simple. It is recommended you do not use spaces in your product codes.
	▼ Taxable ▼ Active	•[	You can turn off the product at any time by unchecking the Active box.

- 3. Enter the **Product Code** (such as 1001, RT100, ART01). Only use alphanumeric characters and do not use spaces.
- 4. Enter **the Product Name** (try to keep it short).
- 5. If you have already created the appropriate category, you may enter the **Category Code**, or click the button and find the proper code. (If you haven't created the category yet, or if you'll list this in more than one category, you can always assign it later.)

Product Code:		
Product Name:		
Category Code:		
Price:	0.00	
Cost:	0.00	
Weight	0.00	
Description:	4	
	✓ Taxable	
	Active Active	

- 6. Enter the retail price in the **Price** box.
- 7. The **Cost** box was designed to house your actual product cost, but it can be used for the wholesale price or a discount price you will offer to select customers. (If you'll only be offering a straight discount to select customers, and it will always be the same percentage, there's no need to enter the price here. If you have a **Cost** price, enter it here.)
- 8. If you will be figuring shipping charges based on **Weight**, enter it here. Be sure to use the same format as you did during Setup (usually pounds).

NOTE: Unless you have someone modify one of Miva Merchant's coded files, or install a module that removes it, the weight field will always be shown on your product pages.

10. Enter the **Description** for the product.

Descriptions should include all information about the product. Since the SEARCH function does look in the description field, you should be sure to use any relative words you did not use in the title. (For example: *from the movie Ghostbusters*)

The product description can include HTML, so feel free to use tags if you know them!

11. If the item is **Taxable**, leave this box checked. Otherwise, uncheck it.

- 12. By default this item will be **Available** to shoppers. If you want to temporarily disable it, uncheck this box. You will still be able to see the product in the admin section, but customers will not be able to see or find the product in the store.
- 13. Click the **Images** link.

Add Product		۱
Product Images Headers & Footers		
Thumbnail Image:	۵	
Full-sized Image:	<u> </u>	
		Add Reset

Each product may or may not have an image. Any actual product (something that will be shipped to the customer) should have an image. An image will always help you sell the item.

#### **Thumbnail Image**

This is a small image which is displayed on the category pages, along with the product name, price and the "Add One" and "Buy Now" buttons. Visitors will click on this image or the product name to view a larger image and the product description.

NOTE: If you are using Miva Merchant Look and Feel in its standard format, then your thumbnails should all be the same width. If you are using KoolCat, or plan to use a third-party module to display the category pages horizontally, thumbnails should be the same height. See <u>Appendix B</u> for more image information, including screenshots.

#### **Full-Sized Image**

This is the full image the customer sees on the product page, which also includes the product description and an option for a customer to enter how many they would like to buy.

To assign an image, you can either upload the image, by clicking on the 2 button;

or, you can enter the path to the image (i.e. graphics/0000001/image.jpg

TIP: If you want to really keep track of things, name your full-sized images the product code (and file extension) and your thumbnail images the product code plus the letter "a" or "\_small". Example: 1001.jpg, 1001a.jpg.

#### 14. Click on the Headers and Footers link

With the standard store, all of your product information (description, image, price, weight, buy buttons, etc.) will appear in it's own area on the page. Sometimes you may want text or images to appear above or below this area. This is where **product headers and footers** come into play.

Product headers and footers work the same way as category headers and footers. You can use a product header to include special information (i.e. SALE! Buy One, Get One Free!!), or you may choose to use a footer to enter links or other information below the actual product area.

Headers and Footers are not required for individual products. Many stores don't use them. But if you want the customer to be hit with some big special or news on the product page (this will appear at the top, before the product), then this feature can come in handy.

15. Click on the **Add** button to save your product.

# **Editing Products**

Any of the fields for adding a product can be edited. This is beneficial since we don't have to commit to any of the product's information; it can be changed at any time.

## STEP BY STEP

- 1. In the admin area, click **Products** link.
- 2. Enter the product code in the **Search Box** and click the button.

Products	;					1			<b>(</b>
Products		CHECK ANY ADDITIONAL FIELDS YOU WOULD LIKE TO SEE IN THE LIST BELOW			CLICK ONE OF T BUTTONS TO CH				
All Uncate	egorized	J			Sear	ch:			3
Display:			ode	🗹 Name			Price		
			Cost	🔲 Weight			🗖 Description		
		ПТ	axable	🗖 Thumbr	nail Ima	age	🗖 Full-sized (ma	ge	
Remove	Cod	e	Name						
	J GAF	RTH01	Garth E	Brooks - Star	Profile	Э		×	D C
t 🗆	REE	3A01	Reba N	lcentire - So	Good	Tog	jether	l	be
1-2								10	$\odot$
							Update	9	Reset

Note: If you only need to change the name of the product, or any other item which is apparent in the product listing, then click the button (edit here).

You can choose what information is displayed in the product listings. By default this is the Name and Code of the product, but you can select from many other pieces of information.

3. Find the product you want to edit, then click the <sup>1</sup> button to view a screen for product editing.

Product	Ima	iges	Related	d Pro	<u>ducts</u>	Attribu	tes Ups	old Pr	oducts				
Headers & Foote	<u>rs</u>												
Product Code:	6267				_								
Product Name:	1868	_		_	_	_							
Price:	175.00	0											
Cost:	0.00												
Weight:	0.00	_											
Description:	FVF 1	New	York,	NY	with	Cork	Killer	and	Full	Front	Tan	£	Uhi -
													-
	4												•
	🗆 Та	ixable	•										
	₽ Ac	ctive											

4. Make the changes to the product by clicking on each of the links at the top.

Images – the product's full-size and thumbnail image references.

**Related Products** – products that are add-ons or related items to this product.

Attributes – set different product attributes, such as size and color.

**Upsold Products** – additional products that will be offered as "upsell" items.

**Headers & Footers** – content that will appear at the top or bottom of the product's screen.

**Inventory** – the amount of this product you have on hand.

We'll be discussing Related Items, Upsold Products and Inventory in just a bit.

5. Click the **Update** button to save your changes.

Don't worry if you make a mistake; the **Reset** button will return to the original product information.

# Assigning Related Products

**Related Products** allows you to display a list of "add ons" to the customer directly on a product's page. This is useful for sites that sell accessories for items, or want to promote similar items on a product's page. The additional product(s) will be listed at the bottom of the product page. Related products must already be an actual product in the store.

To assign a Related Product, both the original and related products must already be created.

- 1. In the admin menu, click on the **Products** link.
- 2. Find the main product which will house the related items, and click the <sup>(I)</sup> button to launch the existing product's full window.
- 3. Click the **Related Products** link.

Edit P	roduct:	1968					
Enstat	& Faste		Related Products	Atrastes	Linuid Fraducts		
-	ussigned	Assigned	Ì		Search:		
Andign	ed Code	Name					
Г	6267	1968					9
8	1901- 295	1901					۲
- E	7064	1914					1
13						10	C
					Upstate	Delate	Parter

- 4. Find the product(s) you want to relate to this main product and **check the box** for each one.
- 5. Click the **Update** button.

# **Assigning Products to Categories**

Unless you assign the Category Code when you enter them, when you add products through the product administration screens, you are only adding them to the store. Products will never be listed within categories until they are assigned.

## STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Categories**.
- 2. Click on the name of the category to assign products.
- 3. Click the **Products** link at the top of this category page.

<u>Category</u>	Pagination	Headers & Footers	<u>Images</u>	Product Layout	
Products					
All Una	ssigned Ass	igned	Se	earch:	
Assigned	l Code Nam	e			B
V	6267 1868	4			ACH ITEM THAT
<b>v</b>	1901- 1901 295			BELONGS TO	
V	7864 1914				<b>(</b>
1-3					10 📀

- 4. Using the product list, or by searching, put a **check** next to each product that should be assigned to the category.
- 5. Click the **Update** button.

## Filtering Products Before Assigning

When you click on the Assigned button, only products already assigned to the category will be listed (they will have a check mark). Hence, when you click the Unassigned button, only products that are not assigned to the category will be listed. You can also use the search field on this screen to search for specific products that have or have not been assigned to a particular category.



## Locating Unassigned Products

Any product not assigned to a category will only be found if a customer either searches for the product or finds in the complete product listing. You can search the admin area for a list of all products not assigned to any category, so you can assign them to categories for customers to find while simply browsing.

#### STEP BY STEP

- 1. In the the admin menu, click the **Products** link.
- 2. Click the **Unassigned** button.
- 3. For ease of categorizing, print the list of unassigned products so you can take time to assign them. DO NOT check off any products at this screen doing so will delete them from the store entirely.

## Assigning Products to Several Categories

You can tell Miva Merchant to display a product in a realm of categories. Crossreferencing is a great feature, because products only have to be entered once, and will always carry the same code.

To assign products to more than one category, simply follow the same instructions as assigning a product to any one category. There is no need to create the same product with different codes.

NOTE: There is also a way to do this by importing a file of several products. Once you become more familiar with the products pages and how products are handled by Miva Merchant, you can consider using the import feature, discussed later in this tutorial.

## **Deleting Products**

You can delete a product at its edit screen. It doesn't matter how you reach this screen (through the products list, categories list, search, etc.). Just click the **Delete** button.

# **Sorting Products**

You may decide that you want certain products to be viewed before others. You'll need to sort the products in order to do this. By default, products are sorted in the order in which they are entered into the store.

To sort by Product Name or Code, just click the appropriate links (see pullout below).

Products

Products

Display:

Remove

12

All Uncanegorized

Sort

P Code

Cret

Code

Harts

1 GARTHD1 Garth Brooks - Star Profile

F REBAUL Reba Mcentire - So Good Together

You can also sort manually.

## STEP BY STEP

- 1. In the admin area, click the **Products** link.
- 2. Use the **and** buttons to move the products to the proper order.

If necessary, click the button to move to the next page.

Or enter a larger number to display on this screen and click the Sutton.

3. Click the **Update** button.

If you want to view more than 10 items per page, enter a new number and then click the refresh button.

Name According Name Descending Code Accending Code Descending

Search:

□ Taxable □ Thumbhail Image □ Full-sized Image

P Name F Weight Price

F Description

Updete

P.

1

=

#### W **Product Attributes**

You might have products that vary in size, color or weight. For example, if you sell T-shirts, you might have ones that come in Small, Medium and Large.

It is counterproductive to produce a single product page for each of these shirts unless your offline system (such as an inventory and sales database) sets each as it's own product code and you want to be able to import orders. However, making individual products will display three of

Attributes allow you to offer various sizes. colors or styles of a product without forcing the customer to search for his or her size or other variations of the product.

the same item in the category listings, and may confuse customers.

By using Attributes, you can create one product (the shirt) and prompt the user to select the size they would like to order. Attributes can also call for an increase in price.

## Spec Out the Attributes

Before creating attributes for your products, you should sit down and figure out how you will offer the products. If you're just selling shirts in different sizes, this is quite simple, as is selling shirts in different colors. However, if the shirts have different sizes and different colors, how will you offer them?

Without any attributes, you are offering a plain item. Our example is of a standard T-shirt, which initially costs \$8.00.	Standard Tee Quantity in Basket: none Code: TESTSHIRT Price: \$8.00 Shipping Weight: 0.00 pounds	Attributes will help sell like products in several sizes or colors. The customer won't have to weed through a long list to find the one to buy.
	Guantity: 1 Add To Basket	able in various colors and sizes (choose yours).

Our example here offers this tee in L, XL and XXL, and in the colors white, navy, red, green and orange. Obviously, we don't want to create 15 different products (3 sizes x 5 colors). So we use attributes. We can provide a pull-down menu or a radio-button select list for shoppers to tell us which color and size Tee they would like to purchase.

#### The types of attributes you can use are:

- **Radio Buttons** displays all the selections right on the product page, allows customer to select one.
- **Drop-down Select List** places the selections in a list for the customer to use as a pull-down menu, you select which attribute is at the top by default.
- **Checkbox** used for the single attribute or "add-on" item, allows customer to select whether or not they would like that one addition.
- **Text Field** allows the customer to enter brief information, such as initials for a monogram.
- **Text Area** allows the customer to enter more extensive information, such as special instructions or a complete mailing address.

## Creating List-Select Attributes

List-Select attributes will allow the customer to select the option from a pull-down menu. This type of attribute only allows the customer to select one option. In our example, that option will be the size of the T-shirt.

#### STEP BY STEP

1. Open the product for editing.

Edit Produ	ct: Standard Tee	
Product Headors & Fee	images Related Products Attributes Upsold Products	
	#: TESTSHRT	
Product Nam	w: Standard Tee	
Price:	8.00	
Cost	la pa	
Weight	0.00	
Description	Standard 1004 pre-shrunk cotton tee. Available in three si	
	4	
	P Taxable	
	P Active	

2. Click on the **Attributes** link.

Product	Images	Related Products	Attributes	Upsold Products			
inventory.	Additional Fields	Assemble Kit	Miscellaneous Fee	Ratings and Review	8		
Wait List	Headers & Footers						
Code	Promp	t Imag	je	Туре	Copy? Price	Cost	D R 🗎
			۵	Radio Buttons 💌	0.00	0.00	
						o	
<u> 14 - 4</u>	<u>)   </u>				Update	Delete	Reset

- 3. Click on the button to create a new attribute for this product.
- 4. Enter a **Code** for the attribute. Note that customers will see this code on the basket and order screens, as well as in their confirmation e-mail. You should make it something they will also understand, such as SIZE or COLOR. And remember, you should not use spaces in codes.
- 5. In the **Prompt** box, type the command you want the customer to see on the product page, such as "Choose Size"
- 6. In the **Image** box, you can upload an image to appear in place of the text prompt.

- 7. In the **Type** list, select the Drop-down List option.
- 8. Enter the **Price** to add to the product if the attribute is selected. You will only enter a price if using a checkbox or textentry field. Otherwise, any additional price will be added from the attribute the customer selects from a list.
- 9. Check off whether or not the attribute is **Required** (noted as "R"). In our example it is required, because we have



to know what size shirt the customer wants. If your list or other type of attribute is for add-on purposes, then you would not check this option.

10. Click the **Update** button.

Γ	Code	Prompt	lmage	Туре	Copy? Price	Cost	D	R 🕒
l	SIZE	Choose Size		Drop-down List	N/A.	N/A		√ <u>©</u> ()
					0.00	0.00	Г	
	нирир	roduct 'Box of Rocks'	updated		Update	Delete	,	Reset

- 11. Enter the **Code** for the first attribute selection (size of shirt). The customer will see this on their order, so make it simple, such as "Large."
- 12. Enter the **Prompt** for the attribute this is what will appear in the actual dropdown list or next to the radio buttons. Include the additional price if there is one. For example "XX-Large – add \$2."
- 13. Skip the entry of a path for an **Image -** it will not work for the drop-down list attributes.
- 14. Enter the **Price** which will be added to the product because this attribute was selected. (1.00).
- 15. If you want this to be the default attribute, meaning it will appear at the top of the list (and, if using a drop-down list, it will be the only attribute (size) the customer will see until the menu is pulled down), then check off the **Default** (noted as "D") box. If you would prefer another attribute (size) be the default, then don't check this here, but on the actual attribute which is to be the first appearing in the list.
- 16. Click the **Update** button.
- 17. Repeat steps 10-15 for each **related** attribute (appearing on the pull-down or radio menu) for **this particular list**.

Code	Prompt	Image	Туре	Сору?	Price	Cost	D	R
SIZE	Choose Size		Drop-down List		N/A	NOA.		4
LARGE	Large				0.00	0.0	0 🗸	
1 XLARGE	X-Large				0.00	0.0	0	
1 XXLARGE	XX-Large - add \$	2			2.00	0.0	0	
			🍙 Radio Buttons 💌		0.00	0.00	1	
select a size		XXL is \$2 a	omer will be prompted t dditional. We've also n e list.		Del	ete	Reso	zt

Since, in our example, we'll also be prompting for the color of the shirt, we'll create a totally new attribute list by clicking the button at the very top of the attribute screen. Then we'll create our new list (or radio buttons) just as we did for the T-shirt size.

#### **Creating Radio Button Attributes**

Radio button attributes allow customers to choose one of a group of options. It is similar to the List-Select attribute, but instead customers can see all options in a list format. The customer clicks a button next to the option he or she wants.

- 1. Open the product for editing.
- 2. Click on the **Attributes** link.
- 3. Click the <sup>b</sup> button to create a new attribute.
- 4. Enter the **Code** and **Prompt** for the Attribute, and select **Radio Buttons** from the pull-down menu.
- 5. If applicable, enter the **Price** (and Cost if you use it) that will be applied if *any* of the options are selected.
- 6. If the customer is required to select one of the options, check off the **Required** box.
- 7. Click the **Update** button.
- 8. In the attribute option Code box, enter the **Code** for this option.

Headers & Esoters	iniqui Walthe	Estatud Freducts	Attributes	Unsend Products					
Code	Promp	t Im	iga	Туре	Copy7	Price	Cost	Di	i (6
SIZE	Choose	Size		Radio Butto	ns	1674	84		
				- 3		0.00	0.00	п	

- 9. In the Prompt box, enter the option name the customer will see.
- 10. If you want, you can upload and image for this option.
- 11. In the **Price** and **Cost** boxes, enter the additional price (if any) the customer will be charged if he or she selects this option, and your cost if you use this field.

- 12. If you want this item to be a **default** selection, check off the default box.
- 13. Click the **Update** button.
- 14. Repeat steps 8-13 for more options.

## **Creating Text Field Attributes**

Text fields are one-line fields. Use them to obtain brief information, such as names or four-eight word instructions.

- 1. Open the product for editing.
- 2. Click on the **Attributes** link.
- 3. Click the button to create a new attribute.
- 4. Enter the **Code** and **Prompt** for the Attribute, and select Text-Entry Field from the pull-down menu.
- 5. Enter the additional **Price** (if applicable).
- 6. If you want to include an **Image** (to replace the prompt text), then click the button and browse for the image.
- 7. Choose whether the information needs to be Required or not by using the checkbox under "R."
- 8. Click on the **Update** button.

## Creating Text Area Attributes

If you want to collect more detailed info, such as complete sentences or lengthy instructions, choose this option.

- 1. Open the product for editing.
- 2. Click on the Attributes link.
- 3. Click the <sup>b</sup> button to create a new attribute.

	Code	Prompt	Image	Туре	Price	Cost
1	TeeSize	Choose Size:	6267a.jpg	Radio Buttons	N/A	M/A
	LARGE	Large	6267a.jpg		0.00	0.00
t	Message	Enter Gift Messa	ge graphics/0000000	1, 💩 Text Area	0.00	0.00

- 4. Enter the **Code** and **Prompt** for the Attribute, and select Text Area from the pull-down menu.
- 5. Enter the additional **Price** (for this item above, there is no additional price).
- 6. If you want to include an **Image** (to replace the prompt text), then click the button and browse for the image.
- 7. Choose whether the information needs to be Required or not by using the checkbox under "R."
- 8. Click on the **Update** button.

## Creating "Check-off" Attributes

You can also ask customers to check or uncheck for certain information. This can be used as a "do you want this?" option, or as a required acknowledgement (such as a license agreement).

In our example, we'll offer the customer gift-wrapping for a \$1 charge.

- 1. Open the product for editing.
- 2. Click on the Attributes link.
- 3. Click the <sup>b</sup> button to create a new attribute.

	Code	Prompt	Image	Туре	Price	Cost	DR
4	WRAP	Wrap It	graphics/00000001,	Checkbax	2.00	0.00	
t	Message	Enter Gift Mes	sage:6267a.jpg	Text Field	0.0	0.0	0

- 4. Enter the **Code** and **Prompt**, and choose the **Checkbox** option from the pull-down menu.
- 5. If you want to use an **Image** in place of the prompt, click the <sup>(a)</sup> button and browse for the image to upload.
- 6. Enter the additional cost (if applicable).
- 7. Check (or don't check) if the attribute is Required.
- 8. Click the **Update** button.

## **Editing Attributes**

Just as we created attributes, we can edit them. We can also add new selections to our attribute lists. To edit any attribute, just **open the product** for editing, **click on the Attributes link**, and then **click the edit button**. Then make any changes, and click the **Update** button.

## **Deleting Attributes**

To delete an attribute, just **open the product for editing**, and click on the Attributes link.

On the left of each attribute, check off any attributes or options you want to delete, then click the **Update** button.

The attribute will be removed. The product, and any other attributes for that product, will remain intact.

# Creating Attribute Templates

Sometimes you might want to assign the same attribute to several products. Miva Merchant's Attribute Templates allows you to create a template attribute, then assign that template to various products.

- 1. Click the **Attributes Template** link.
- 2. Click the button to create a new template.

Add AttributeTemplate	۵
Template	
Attribute Template Code: Attribute Template Prompt:	
	Add Paset

- 3. Enter a **CODE** for the template this can be any code. Do not use spaces.
- 4. Enter a template **PROMPT** make it one that you will remember.
- 5. Click the **Add** button.
- 6. Click the **Attribute Options** link (this appears at the top after you click the Add button from the previous screen).
- 7. Click the button to create the options. This will be done the same way as for individual products.

Edit Attribute Template: CODE1							۷
Template Attrib	utes and Options						
Code	Prompt	Image	Туре	Price	Cost	D	R 🚯
SIZE	Choose Size		Drop-de	own List NA	NOA		1 B 🕒
L	Large			0.00	0.00	4	
Þ1.	X-Lorge		۵	0.00	0.00		
Attribute Templ	ate 'CODE1' updated			Update	Dek	ste	Reset

# Assigning Attribute Templates

# STEP BY STEP

- 1. In the admin menu, find the product you want to assign the Attribute Template to. You will need to edit the product.
- 2. At the top of the product's edit screen, click the **Attributes** link.
- 3. Click the button to create \_\_\_\_\_\_\_\_ an attribute.

Pashat kasan kasaka Kasaka	Statut A.Finim Watlat	Atributes ()	peri Fedate		
Code	Prompt	Image	Туре		0
1671	Choese Versi		Close	e Version	
# CODE1	Template On		Templ	ate Oae	
-			- Ander	D.Atra	+
				Buttoria Iowa List	
10.11.1.0	Product Test Product	aptetet	Check	parx.	-
	Product Tell Product	epades			

- 4. In the Type field, click the Drop-Down List arrow and select the template you want to use.
- 5. If you only want to copy the attribute template, check off the **Copy?** Box.

Copying the template means if you change some of the elements of the attribute for this product, it will leave the template as it originally was created.

If you want your changes to the attribute to be global, and actually update the template, leave this box unchecked.

6. Click the **Update** button.



# **Inventory Management**

The Inventory feature allows you to set and track inventory levels on all counts for products.

Inventory specifications can be set store-wide or per product. Inventory counts do not apply against attributes. Therefore, if you carry items that come in different sizes and colors and use attributes to display these, you will not be able to track the inventory for each size and color – only for the product.

# Configuring the Store's Inventory Feature

The following will allow you to set a standard for inventory control for all products in the store.

### STEP BY STEP

1. In the admin menu, click the **Inventory** link.

2. Set the parameters to signify how you want Inventory to be handled.

Inventory Settings Email Noti	feation
	P Track Inventory
In Stock Message (Short):	In Stock
In Stock Message (Long):	<pre>%inv_instock% available for inmediate delivery</pre>
	-
	2
	Track Low Stock Level
Low Stock Level:	n Track Low Stock Level
Low Stock Message (Short):	
	Backordered
Low Stock Message (Long):	Please Note: '%product_name%' is currently backordered. Pl
	x >
	F Track Out of Stock Level
	Hide Out of Stock Products
Out of Stock Level:	0

**Track Inventory** – if you want to track inventory of products by default, check this box.

In Stock Message (Short) – the short message displayed for inventory levels.

In Stock Message (Long) – the long message displayed for inventory levels.

**Track Low Stock Level** – to track the level of inventory when it is getting low, check this box.

**Low Stock Level** – enter the level (quantity) for which inventory is considered to be low.

Low Stock Message (Short) – the short message displayed for low inventory levels.

Low Stock Message (Long) – the long message displayed for low inventory levels.

Track Out of Stock Level – to track when an item is out of stock, check this box.

**Hide Out of Stock Products** – checking this will hide products from the customer if they are out of stock.

**Out of Stock Level** – usually zero, this is the quantity which the store considers means "out of stock."

Out of Stock Message (Short):	Sold Out
Out of Stock Message (Long):	Sorry, we are currently sold out of '%product_name%'. Plea
	X
	•
Limited Stock Message:	Sorry, we do not have enough '%product_name%' to fill your ≥
	x
Available Tokens: %product_na	me% The product's name
%product_co	de% The product's code
%inv_instock	% The quantity in stock (current stock - low stock level)
%inv_availab	le% The quantity available to buy (current stock - out of stock level)
%inv_level%	The current stock level code: in, low, or out

**Out of Stock Message (Short)** – the short message displayed when an item is out of stock.

**Out of Stock Message (Long)** – the long message displayed when an item is out of stock.

**Limited Stock Message** – the message displayed when a customer orders more of one item than you have set in the inventory count.

**Available Tokens** – these key codes can be used to automatically insert information, such as the product's name, code, quantity in stock, out of stock level and current stock level codes. These codes are useful in customizing the messages displayed.

3. Click the **Email Notification** link.

Inventory Settings	Email Notification					
	I Send Email When Stock is Low					
	✓ Send Email When Stock is Out					
From:	sales@designextend.com					
To:	sales@designextend.com					
CC:	products@whateverthedomain.ugg					
Subject:	%product_name% %inv_level%					
Email Message:	<pre>%product_name% %inv_level%</pre>					
Available Tokens	: %product_name% The product's name %product_code% The product's code %inv_instock% The quantity in stock (current stock - low stock level) %inv_available% The quantity available to buy (current stock - out of stock level) %inv_level% The current stock level code: in, low, or out					

4. Enter the information you would like to include when you want to be notified of low or out of stock items.

**Send Email When Stock is Low** – sends an email when the stock level reaches the Low quantity you previously specified.

**Send Email When Stock is Out** - sends an email when an item is considered to be Out of Stock.

**From** – enter the email address you want the message sent from (this will usually be your own address).

To – enter the email address you want the message sent to (usually you or your purchasing department.

CC – enter an alternative carbon copy email, such as purchasing or a drop ship house.

**Subject** – enter the subject of the email message. You can use the codes (tokens) at the bottom of the screen to customize it per product and levels.

**Email Message** – edit and tailor the email message as needed, using codes at the bottom.

5. When finished making all changes, click the **Update** button.

# Assigning Inventory Counts to Products



Once you have set the default configuration for your store's inventory management, you want to make some changes per product. Here, you will change product inventory, and may also override any default store inventory settings.

### STEP BY STEP

- 1. In the admin menu, click on the **Products** link.
- 2. Find the product you want to set the inventory level on, and click the 🗳 button.
- 3. Click the **Inventory** link.
- 4. Set the parameters according to how you want to handle the inventory on this particular product.

Current St Increase S Decrease	itock By:	Track Product 9999993	You must check this inventory to be track one is placed in the k will decrement.	ed. Each time
In Stock N	tessage (Short):			
In Stock N	fessage (Long):			<b>x</b>
	customers k	he default inventor	n stock. If you leave	
		×		<u>ح</u>
	w Stock Level:	Default 💌		
Low Stoc	k Level:	or 🗆 Us	e Default	
Low Stock	Message (Short):			
Low Stock	Message (Long):			-
	default	enus that read "De store inventory se n opt to override th	ttings will be used.	
		×		<u>ح</u>

Track Out of Stock Level:	Default •
Hide Out of Stock Products:	Default 💌
Out of Stock Level:	0 or 🖻 Use Default
Out of Stock Message (Short):	
Out of Stock Message (Long):	2
	×
Limited Stock Message:	
	<u>لح</u>
1	
Available Tokens: %product_r %product_c	name% The product's name code% The product's code
%inv_insto	
-	able% The quantity available to buy (current stock - out of stock level)
%inv_level*	% The current stock level code: in, low, or out

Just as with the store's default settings, you can use codes (tokens) to customize the messages.

5. When finished, click the **Update** button.

You can, of course, update the Inventory count for any product by editing that product.

If you have several products and want to bulk upload inventory, this is covered later in Flat File Importing.

# Chapter Six Customer Management & Salability

Now that you've created the shell of your online store, how will you manage customers? Do you want to be able to obtain and maintain contact information? What about making it easier for customers to checkout in the future?

Have you thought about targeting specific products or special prices to any existing customers? What if you want to have a "customer appreciation week," where all or some of your existing customers can take advantage of special discounts?



Maybe you also sell wholesale, and need to be able to offer special prices or discounts to storefront retailers?

You can assign customers to specific groups in order to do just these things.

# **Customer Accounts**

Miva Merchant 4.x includes a **Customer Account** feature that allows customers to create a login to your store. Customers can then later take advantage of special offers, select items, and have their billing and shipping contact information saved for future ordering.

When we initially setup the store, we told Miva Merchant how to handle customer accounts in respect to providing login links and account creation pages. With this feature already implemented, we can begin managing our customers and offer various prices and products to those who register. If you opted to not utilize customer accounts, you will need to re-enact this feature (see Chapter Four: Creating the Store).

# Viewing Customer Accounts

When you click the **Customers** link in the admin area, the following screen will appear. Any customer who created an account with your store will be listed here.

Custor	iers							۷
Custome	rs Lost Password 8	Email						
							Search:	- •
Display:	🖻 Login	되	Pass. Recovery Email	4	Ship. First Na	ame		
	🔽 Ship. Last Nam	ne 🗖	Ship. Email	Г	Ship. Phone		You can select which	
	Ship. Fax	Г	Ship. Company	Г	Ship. Addres	9	information is shown	
	🗖 Ship. Zip	Г	Ship. City	Г	Ship. State		below by checking	
	🗖 Bill. Last Name	е Г	Ship. Country	Г	Bill, First Nar	ne	the options to the	
	E Bill, Fax	Г	Bill Email	Г	Bill. Phone		left.	
	E Bill. City	Г	Bill. Company	г	Bill. Address			
	Bill. State	Е	Bill. Zip	Г	Bill. Country			
Remove	Login I	Pass.	Recovery Email	Shi	p. First Name	Ship. Last	t Name	
	test i	info@r	mediasi.com	Tes	t	Account		DC

The customers screen displays information about all customers who have created an account. Without customization, you can't force customers to create an account, so obviously not all of those who have shopped your store will be listed.

#### Viewing Customer Info In List Form

To view additional information in the standard customer list, you can check the boxes in the Display area. Usually you'll want to view the Login, E-mail, First Name and Last Name.

After checking off the additional options, click the **Update** button.

### Creating Customer Accounts

While Miva Merchant gives the customer the opportunity (and the decision) to create his or her own account, you may have some existing customers for whom you want to create the accounts for now.

#### STEP BY STEP

- 1. In the admin menu, click the **Customers** link.
- 2. In the lower right-hand corner, click the <sup>b</sup> button to create a new customer account.

Add Customer		١
Identification Shipping/B	illing Information	
Login:	joesmith	
Email Lost Passwords To	; joesmith@designextend.com	
Password:	selectedededededededededededededededededede	
Confirm Password:		
	r	
		Add Reset

- 3. Enter the **Login** name, **e-mail address** and create a **password** for the customer. You will need to retype the password to confirm accuracy.
- 4. If you will have the customer enter his or her own shipping and billing contact information when they login the first time, then just click the Add button. Otherwise, go to step 5.

a meana ambhaile	Billing Informati	on		
Ship To:			Bill To:	
First Name:		_	First Name:	
Last Name:		_	Last Name:	
Email Address:		_	Email Address:	
Phone Number:		_	Phone Number:	
Fax Number:		_	Fax Number:	
Company:		_	Company:	
Address:		_	Address:	
City:		_	City:	
State/Province: Outsid	de US 💌		State/Province:	Outside US
Other State/Province:		_	Other State/Province:	
Zip/Postal Code:			Zip/Postal Code:	
Country: Unite	d States	*	Country:	<select one=""></select>

5. Click the Shipping/Billing Information link.

- 6. Enter the customer's information.
- 7. Click the **Add** button.

Don't worry if you forgot to write down the password in a safe place. Your customer need only request an e-mailed password from your store's login page. Provided your mail server is configured properly, and the speed of connection and internet activity at the time, the customer should receive the e-mail from the store in a matter of seconds.

#### **Editing Customer Information**

When viewing the customers list, next to each customer's information are two buttons.

The button allows you to edit only the information shown in the listing (in our example, just the Login, E-mail, and First and Last Names). Clicking this button will make the currently displayed fields editable.

The 🕑 button will launch a new window containing access to all of the customer's information.

#### STEP BY STEP

- 1. In the admin menu, click the **Customers** link.
- 2. Find the customer's listing you want to edit. You may have to navigate through the listings or use the search field.
- 3. Click the 🕑 button to launch a new window with the customer's information.

Edit Custon	ner: test					۷
Identification	Shipping/Bill	ing Information				
Login:		test	_			
Email Lost Pa	sswords To:	info@mediasi	.com		_	
Password:						
Confirm Pass	word:					
				Update	Delete	Reset

The only information you should usually consider changing on the **Identification** screen is the e-mail address. Since most customers create their own login and password (and can have any lost passwords e-mailed to them via the store), you should not change this information unless a customer requests you do so.

4. Click the **Shipping/Billing Information** link.

Edit Custon	ner: test		۷
Identification S	hipping/Billing Informatio	n	
Ship To:		Bill To:	
First Name:	Test	First Name:	Test
Last Name:	Account	Last Name:	Account
Email Address:	info@mediasi.com	Email Address:	into@mediasi.com
Phone Number:		Phone Number:	
Fax Number:		Fax Number:	
Company:		Company:	
Address:	P O Box 827	Address:	P 0 Box 827
City:	Clifton Park	City:	Clitton Park
State/Province	New York	State/Province:	New York
Other State/Province	:	Other State/Province:	
Zip/Postal Code:	12065	Zip/Postal Code:	12065
Country:	United States	Country:	United States
			Update Delete Reset

Here you can edit the customer's phone/fax numbers, company name, and shipping or billing addresses.

Since no common payment information is stored in this file, you won't have access to view or change this type of information.

5. Once all changes have been made, click the **Update** button. If you have made no changes, or do not want to save your changes, click the **Reset** button.

### **Deleting Customers**

You may decide you want to delete certain customers. The reasons for this will vary, but common ones are inactivity, falsely providing payment information and customers who attempt to "take you for a ride."

#### STEP BY STEP

- 1. In the admin menu, click the **Customers** link.
- 2. Find the customer you want to remove from the account list (see exercise above, Editing Customers).
- 3. Click the **Delete** button.

NOTE: After deleting a customer, you will be taken to an Add Customer screen, which will allow you to re-add the customer. However, you will need to enter a new password. If you do not want to re-add the customer, simply move on to another task.

# Assigning Customer Fields

As a customer navigates to the checkout section of your store, you can make customer fields (information you will collect) required, hidden or optional for completion. You can also hide the BILL TO section altogether.

### STEP BY STEP

- 1. In the admin menu, click on your store name's **link**.
- 2. Click the **Customer Fields** link.

Billing Information: Optional 💌				
Field		Hidden I	Required	Optional
First Name		0	$\odot$	0
Last Name		0	$\odot$	0
Email Address		0	$\odot$	0
Phone Number		0	O	0
Fax Number	It is recommended that	0	0	o
Company	you at least require the Name, Address and Phone	0	0	o
Address	Number.	0	œ	0
City		0	Θ	0
State/Province		0	œ	0
Zip/Postal Code		0	O	0
Country		0	o	С

- 3. Using the **radio buttons**, assign the proper requirement method to each field.
- 4. Choose for the **Billing Information** to be optional or hidden. If optional, the customer will only need to fill it out if the shipping and billing addresses are different. If hidden, the customer will only complete one field, which requires all items to be shipped to the same address as the billing address.
- 5. Click the **Update** button.

# **Availability Groups**

Sometimes you may want to offer select items as an exclusive to particular customers. There are several reasons a store might offer such exclusives, including:

- You want your existing customers to get "first dibs" on new or rare product.
- The items might be "wholesale only," so you want to offer them just to retailers at a wholesale cost.
- You want to offer your best customers an item that is scarce, or hard to find.

With **Availability Groups**, you can make these selected items invisible to any customer that you have not included in this group.

# There's a specific process in creating and utilizing Availability Groups:

- 1. Create the group
- 2. Assign the product(s) and/or categories
- 3. Assign the customer(s) who you want to "see" those products.

# Creating the Availability Group

#### STEP BY STEP

- 1. In the admin menu, click the **b** next to **Availability Groups**.
- 2. Click on the Add Availability Group link.
- 3. Enter the name of the Availability Group.

Add Availability Group		۲
Availability Group Availability Group Name:		
	Add	Reset

You can name the group whatever you'd like. Your customers will not see this name – it is for administrative purposes only.

4. Click the **Add** button.

# Editing Availability Groups

After creating an Availability Group, you will automatically be taken to the Edit area. It is here where you will begin to add customers, as well as any categories and products you want to assign to just those customers. You can also reach this area any time by navigating to this group's name in the admin menu. Just click the  $\blacktriangleright$  next to Availability Groups, then click the link of the group you want to edit.

#### STEP BY STEP

- 1. In the Edit Availability Group screen, click the Customers link.
- 2. Check off all the customers you want to Assign to this group.

Edit Availability Group: Test Group	ک
Availability Group Customers Categories Products	
All Unassigned Assigned	Search: test
Assigned Login Pass. Recovery Email Name	0
E test info@mediasi.com Test Account	6
1-1	10 🕓
	Update Delete Reset

When editing an existing group	, you can click the Assigned button to remove
any customers, or the Unassign assigned to the group.	button to add customers who are not yet

3. Click the **Update** button.

4. Click the **Categories** link.

Edit	t Ava	ilability Gro	oup: Test Group	p		۲
Avail	ability	Group Custo	mers Categories	Products		
All	Unas	signed Assign	hed		Search:	
Assi	gned	Code	Name			в
Г		СҮ	Country			۲
Г		ROCK	Rock			6
r		METAL	Heavy Metal			6
Г		SNDTRK	Soundtracks			۲
r		CLEARANCE	Clearance	Γ	REMEMBER, YOU CAN	6
Г		PRE	Pre-Order		ALWAYS VIEW A LONGER LIST BY ENTERING A NEW NUMBER	6
r		CLASSCY	Classic Country		AND CLICKING THE REFRESH BUTTON.	1
Г		NEWCY	New Country	L	BOTTON.	6
Г		CLASSROCK	Classic Rock			۲
Г		ALTERN	Alternative			6
1-10					10 0	
					Update Delete F	Reset

You can choose (check off) to assign an entire category to the Availability Group. This means that when any of these customers logs into the store, they will see the category link. Any customer who is not logged in, or is not on your selected list will not see this category.

To further navigate this list, use the  $\rightarrow$  button, or use the **Search** feature.

NOTE: Even if the products you want to assign are in this category you must assign products to the group as well. Otherwise, any shopper could find (and buy) the product during an item search. 5. Click the **Products** link.

You can select specific products for this Availability Group the same way you selected categories. If you decide to select just products and no specific categories, assigned customers will see these products **within the categories** they are assigned to through the actual store.

As with the customers area, if you ever want to add or remove categories in this Availability Group, you can navigate quickly using the <u>Assigned</u> or <u>Unassigned</u> buttons.

NOTE: If you assign a category to a group of customers, and do not assign the products within that category, other shoppers will still be able to find those products in a Search on your store. Therefore, if you only want the assigned customers to see specific products within an assigned category, you must assign both the category <u>and</u> the products.

6. Once you've made all your changes/additions, click the **Update** button.

#### **Deleting Availability Groups**

Once you are finished offering specific groups of items to select customers, you can delete the Availability Group.

#### **STEP BY STEP**

- 1. In the admin menu, click the  $\blacktriangleright$  next to Availability Groups.
- 2. Click on the link to the group you want to delete.

Edit Availability Group: Test Group	۷
Availability Group Name: Test Group	
	Updote Delete Reset

3. Click the **Delete** button.

# **Price Groups**

While Availability Groups allow you to offer select products only to certain customers, **Price Groups** allow you to offer the same products to all customers, but at different prices.

A price within a Price Group can be a fixed price (such as \$5.00) or a percentage from the actual store price (such as 10% off).

Price Groups can be offered to different customers for different reasons, including:

- Wholesale you might offer products to resellers, such as other online (or offline) retailers, or people with web sites and storefronts who also want to offer your product(s).
- Select Customer Program you might offer your best customers a fixed price on certain items, or a percentage off one or many products.
- **Rewards for Creating Customer Accounts** you could tell all customers that if they create a Customer Account, they will be offered discounts.

#### There is something to keep in mind, however.

While it's possible to assign customers to many price groups (and allow them to purchase at the lowest price possible), and it's possible to create many groups with various discount percentages, there's only one cost (wholesale, or other assigned discount cost) that can be applied to any product. This is the amount you entered (or will enter) in the **Cost** field in the actual product create/edit screen. (*Chapter Four: Creating Products*) REMEMBER?

When creating products, you are prompted to enter the Product Price (the retail price shown in the store), and the Product Cost (usually a wholesale rate).

In other words, you can have a dozen Price Groups, all offering various percentages of discounts. But any Price Group which offers the Cost field will carry the same cost throughout each group.

# **Types of Pricing**

Before creating a Price Group, we need to analyze the various types of costs involved.

**Retail** – the retail price of the product, which is the price all customers (and any of those not assigned to a price group) see by default in the store

Cost – either the wholesale rate you are offering, or another fixed price you will offer to certain customers

Discount From Retail – a percentage off the Retail price

Markup From Cost – a percentage added to the Cost price

It is up to you (or your pricing staff) to determine which way you will offer your Price Groups to your selected customers for that group.

#### The Percentage Issue

It's possible you are not able to offer the same percentage discount on all products. This usually calls for creating (and assigning customers to) more than one price group. Miva Merchant can handle several price groups, and customers can be assigned to none, some, or all of them.

For example, if you sell new toys and can only offer 10% off Pokemon cards, but want to offer 15% off the new Lego sets, then you would create two Price Groups (one for 10% and one for 15%) and then assign the appropriate products to each one.

Percentages do not have to be whole numbers (1%, 2%). You can enter a fraction of a percent (.25%, .50%), or a combination percentage (1.5%, 4.7%).

NOTE: If you plan to offer percentages spontaneously (not regularly) to specific groups of people, you might want to consider purchasing a third-party coupon module, where users can enter a coupon code which can apply a discount to specific products ordered.

#### The Cost Issue

Just as another reminder, when you created your products, you were shown a Cost field. You can use this field for discount pricing if you wish. It's totally up to you. Just because the field is labeled cost does not mean you cannot use it for other pricing factors.

# Creating a Price Group

Once you've figured how you are going to offer the discount, you can add the group.

#### STEP BY STEP

- 1. In the admin menu, click the  $\blacktriangleright$  next to **Price Groups**.
- 2. Click the **Add Price Group** link.

Add Price Gro	up	(	۲
Price Group			
Price Group Nan	ne:		
Pricing:	<ul> <li>Retail</li> </ul>		
	C Cost		
	C Discount From Retail: 0.00	%	
	C Markup From Cost: 0.00	%	
			_
		Add Res	et

- 3. Enter a **Name** for this Price Group. No one else will see this name.
- 4. Select the **Pricing** method. If a percentage, be sure to also add the percentage you've decided upon.
- 5. Click the **Add** button.

# **Editing Price Groups**

After you've created a Price Group, you will automatically be taken to the Edit screen, where you can begin assigning customers and products. If you need to edit an existing group, click on the  $\blacktriangleright$  next to Price Groups, then click the link of the Price Group you want to edit.

Edit Price	Group: Test Price Group	ų,
Price Group	Customers Products	
Price Group	Name: Test Price Group	_
Pricing:	C Retail C Cost	
	Discount From Retail: 15.00	%
	C Markup From Cost: 0.00	%
	Upt	date Delete Rese

In the **Edit Price Group** screen, you can make changes to the Pricing method for this group the same way you defined the discount method when you created the group.

### **Customer Assignments to Price Groups**

#### **STEP BY STEP**

- 1. Click the **Customers** link.
- 2. The same way you did for the Availability Group, check off all the customers you want to assign to this group.
- 3. Click the **Update** button.

If editing an existing group, you can click the <u>Assigned</u> button to remove any customers, or the <u>Unassigned</u> button to add customers who are not yet assigned to the group.

# **Product Assignments to Price Groups**

Like Availability Groups, you need to assign products to your price group. You can decide to offer discounts on all products or just a few products.

### **STEP BY STEP**

- 1. Click the **Products** link.
- 2. Check off all products you want to assign to this group.
- 3. Click the **Update** button.



# **Deleting Price Groups**

Once you are finished offering discounts in a certain Price Group, you can delete the group. This will have no effect on the actual products or customers your files. The only change will be that none of them will be associated with this particular group, because it will no longer exist.

### STEP BY STEP

- 1. In the admin menu, click the  $\blacktriangleright$  next to **Price Groups**.
- 2. Click on the name of the price group you want to delete.
- 3. Click the **Delete** button.

# Giving Customers the Best Price

Since customers can be assigned to more than one group, you need to tell Miva Merchant which price they should see. There is no staggering factor here – they either see the highest price or the lowest price. Chances are if you are offering special discounts, this will be the lowest price.

When we created the store, we were given an option for Price Group Overlap Resolution. Now's the time to check to make sure we'll be offering the proper price for the customers within price groups we've created.

#### **STEP BY STEP**

- 1. In the admin menu, click on the **link** for Your Store.
- 2. Click on the **Settings** link.

Units of Measurement (Weight):	pounds
Basket Timeout (Minutes):	60
Price Group Overlap Resolution:	Highest Price 💌
Sales Tax Calculation:	Highest Price es Tax
Currency Formatting:	US Currency Formatting

- 3. In the **Price Group Overlap Resolution** menu, choose Highest Price or Lowest Price.
- 4. Click the **Update** button.

# **Upsold Products**

Pretend you run a music store. Let's say you want to offer the latest Melissa Etheridge CD at just \$10.00 to any customer ordering \$50 or more worth of product. Or, maybe you have a special sampler CD to offer free with a purchase of \$25. Either of these could be **an Upsold Product**.

An upsold product can be an existing product in the store, which is normally regular price. However, if a customer spends a certain amount of money in the store, he or she can be offered the same product at a discount or free. An upsold product can also be an item you don't categorize, and only want to offer as an upsold item.

### Adding an Upsold Product

### STEP BY STEP

- 1. In the admin menu, click the  $\blacktriangleright$  next to **Upsale**.
- 2. Click on the Add Upsold Product link.

Add Upsold Product		
Upsold Product		
Product Code:		•
Threshold Percentage of Order Total	: 0	%
Pricing:	<ul> <li>Absolute Price:</li> </ul>	0.00
	C Percent of Original Pr	ice: 0.00 %

If you know the Product Code, you can enter it in the Product Code box. Otherwise, click the 🕲 button to launch a product listing. Once you find the product you want to upsell, click the 🎱 button to select the product.

#### **Threshold Percentage of Order Total**

The Threshold Percentage of Order Total is based on the sale price of the product you plan to offer. For example, if the product's regular price is \$20 and you want to offer it at half price only if the customer spends \$100 or more, then the threshold is 10%. (You are offering the product at a sale price of \$10 and \$10 is 10% of \$100.)

To calculate the threshold percentage, we use a simple percentage formula, wherein the upsell price of the product is divided by the total amount the order must be for the offer to be made. For example:

Original Price: \$30 Sale Price: \$15 Order Must Be: \$120 **15/20 = .12 or, 12%** Original Price: \$5.95 Sale Price: \$3 Order Must Be: \$20 **3/20 = .15 or, 15%** 

You can price the upsold item two different ways. You can offer a percentage off the original price, or set an absolute price. In other words, you can set a 20% discount or an actual dollar amount for the product. Either way, you will still need to formulate the threshold based on the actual sale price of the product.

3. Click the **Add** button to save the information.

Now, when a shopper goes to checkout, if he or she has met the dollar amount you have set in order to get this item (at a discount or for free), he or she will be asked to purchase the item. If the item is selected, it is placed in the shopping basket and added to the order. If it is not selected, the shopper will continue checking out as usual.

**TIP:** Many successful stores use upsold items, and some find that giving away something free with each purchase can actually entice visitors to buy something, anything, in order to get something for free.

# Offering Upsales as Free Items

There is only one way to offer an upsale at an absolute price of \$0.00, and that is by offering it to anyone, regardless of the order total. Since the number zero cannot be divided by a whole number, there is no way to configure the threshold percentage.

Therefore, you can use the upsale feature to offer free items at the checkout screen, but you may not require any order amount to so. You can, however, require that other products be purchased.

#### Examples of Upsale Items

If you are a bit confused about how upsale items work, you are not alone. It's a term many department stores have used for years. All those sales that scream, "Yours free with a \$25 purchase," utilize this method.

The information they have to plug into their cash register is a bit different, however, because unlike a department store with loads of signs, you are actually going to remind the customer that the item is available **at the checkout**. In order to do that, you have to figure the right method for Miva Merchant to use in order to know when to offer the item, and when not to.

Let's say you sell homemade candy in your online store. Chances are your profit level is better than if you were selling in a physical store. So, you decide to offer all customers a sample package of 20 assorted candies at half price with every purchase of \$20 or more.

The sample packet usually sells for \$4, so you will be offering it for \$2. Therefore, you need to determine what percentage \$2 is of \$20 (upsale item sale price / purchase requirement). In other words, the \$2 you will offer the packet at must be a certain percentage (or more) of the total order in order for the customer to be offered the special.

Purchase Must Be: \$2	Ω
Packet Sale Price: \$2	

If you would rather offer the packet for free, you can set the absolute price for the item at \$0.00, but keep in mind that unless you require other products be purchased, this upsale will be offered to every customer, regardless of the order total.

# Upsold Product Refresher

In a fictitious store, you can get the New Jersey's Rockin' Tee for half price when you purchase \$20 or more. The Tee normally sells for \$16. Here's how we figure the Upsale properties.

Add Upsold Product		۲
Upsold Product		
Product Code:	NJTEE	•
Threshold Percentage of Order Total	: 80	%
Pricing:	C Absolute Price:	0.00
	Percent of Original	50
	Price:	%
		Add Reset

The Tee sells for \$16 and we're offering it at HALF PRICE with a purchase of \$20 or more. That's 50% off (Percent of Original). Or, we could have just put \$8 in the Absolute Price.

The tee's sale price of \$8 is divided by the required purchase price of \$20, which equals 40% (threshold).

# **Requiring Additional Products**

Now, let's say we've got another T-shirt from the Texas Jam that also costs \$16. This tee can be purchased for just \$5 if the customer spends at least \$20 on any country music selections. After determining the threshold (5/20 = 25%) and creating the upsale, we can assign specific products the customer is required to purchase in order to receive this offer.

Edit U	psold Pro	duct: Officia	l Texas Jam Tee	Q	3
Upsold F	Product Re	quired Products	8		
All Un	assigned	ssigned	Search:	(	Э
Assigne	ed Code	Name		(	B
V	GARTH01	l Garth Brooks -	Star Profile	(	ß
V	REBA01	Reba Mcentire	- So Good Together	(	ð
	TJTEE	Official Texas J	lam Tee	(	ð
1-3				10	S

After adding our Upsale (using absolute cost rather than percentage), we click the **Required Products** link, and choose from the list – everything country, that is.

Then we click the **Update** button, and voila! Any customer purchasing \$20 or more of country music will now be alerted to take advantage of this special offer.

ave \$11.00 Nervalid for this order only	The customer will
Code: TJTEE Negular Price: \$16.00 Special Price: \$5.00 You Save: \$11.00 Shipping Weight: 0.50	be prompted to accept the upsale <u>only</u> if a purchase requirement is met.
Add 1 To Order	Do Not Add To Order

NOTE: When using upsale items, you still want to hype the special offer elsewhere and throughout your site.

# Configuring Upsale Displays

You can tell Miva Merchant how many upsales to offer at any given time. In most cases, you'll offer customers one upsale per order.

### STEP BY STEP

- 1. In the admin menu, click the **Upsale** link.
- 2. In the Upsale screen, click the **Settings** link.
- 3. Enter the number of upsale items you want to show and the maximum number of items the customer may select.

With "Show" Set to 1 - The customer will be prompted with one upsale per order, as displayed in our example.

With "Show" Set to 2 or more - The customer will be shown a list of upsales available, with a checkbox next to each item.

With "Max Number" Set to 1 - If multiple upsales are displayed, the customer will only be able to select one.

With "Max Number" Set to 2 or more - If multiple upsales are displayed, the customer may select as many as he or she would like.

NOTE: In order for more than 1 upsale to be displayed, the order must fit the criteria you set for that upsale.

4. Click the **Update** button.

# **Deleting an Upsale**

To delete an upsale, in the admin menu click the **Upsale** link, then check off the upsale(s) you want to remove. When finished, click the **Update** button.

# Viewing Upsales from Product Pages

You can view *required* Upsale features from product screens in the admin menu.

### STEP BY STEP

- 1. In the admin menu, click the **Products** link.
- 2. Search for the product that is a required product purchase for an upsale and click the button.
- 3. Click the **Upsold Products** link.
- 4. View the product(s) that will be offered as upsales when this particular product is purchased. If none are listed, then this product is not required in order to be offered another item.
### **Running an Affiliate Program**

An affiliate program allows your store to get referrals from other sites, while only paying for the advertising if sales or visits are made.

Other people post your ad on their site, and when visitors click on it, they are taken to your store. You can opt to pay the affiliate based on the number of visitors, or a percentage of sales that are made.

#### Configuring the Affiliate Program

In order to take on affiliates, you must first enact the program.

#### **STEP BY STEP**

1. In the admin menu, click the Affiliate Configuration link.

Affiliate Configur	ation					
0.0	1			-		
Options		Amates	Affiliate Email Notification	Payouts		
OUI Header & Footer	OUI Affiliate Login					
		R Activa	te Affiliate Program			
<b>Default Application</b>	Status:	Pending	×			
Default Commission	Per Referral (hit):	0.0000				
Default Commission	Percent of Order:	10.00				
Default Commission	Flat Fee Per Order:	0.00				
Payout Threshold:		5.00				
Link Image:					۵	
Link Text:		Affiliate L	ogin			
Terms:					3	3
					في	
		14			2	

2. Set the Options for the program.

Activate Affiliate Program – must be checked.

**Default Application Status** – You may select Pending (applicant must be manually approved), Approved (all applicants are automatically approved) or Disabled (disabled signup for the program). If you plan to allow auto-signup, it is recommended that all signups are Pending until you can approve or reject them.

**Default Commission Per Referral (hit)** – the amount you will pay for each time a visitor comes to your store after clicking on the affiliate's link. Many programs do not offer a pay-per-hit because anyone can continuously click the affiliate's link to add up. Enter this is a whole number.

**Default Commission Percent of Order** – Enter the percent of the entire order or subtotal you are willing to pay and select **Entire Order** or **Subtotal** from the drop-down list. Enter the amount as a whole number with no % sign.

**Default Commission Flat Fee Per Order** – you can optionally offer affiliates a certain dollar amount per order, such as 5.50 or 1.00. Enter this as a whole number with no s sign.

**Payout Threshold** – this is the dollar amount the affiliate's earnings must reach before you send them payment.

**Link Image** – the image the affiliate is to place on his/her site. This usually follows the format of a banner ad.

Link Text – the text link the affiliate must display on his/her site.

Terms – outline in great detail the terms of your affiliate program.

- 3. Click the **Update** button.
- 4. Click the Lost Password Email link.
- 5. Enter the email address the lost password email will be sent FROM (and include a CC if you want someone other than the affiliate to receive it). Enter the Subject and text for the email.



- 6. Click the **Update** button.
- 7. Click the Affiliate Email Notification Link.
- 8. Set the parameters, telling Miva Merchant where to send the New Message from and to (or uncheck the Message box to not send one). Enter the Subject and text for the email.
- 9. Click the **Update** button.

#### Adding Affiliates

You can manually add affiliates to your program.

#### STEP BY STEP

- 1. In the **Affiliate Configuration** screen, click the **Affiliates** link.
- 2. Click the <sup>b</sup> button to create a new affiliate.
- 3. Enter a unique login, email address, and password for the new affiliate.
- 4. Click the **Info** link.
- 5. Enter all information, including site name and url, mailing address, etc.
- 6. Click the **Commission** link.
- 7. You can override the default program settings, so each affiliate can earn differently. Make any changes on the commissions for this affiliate here.
- 8. Click the **Add** button.

#### Editing & Managing Affiliates

You can change an affiliate's status, information and/or commissions at any time.

If you set all new affiliates as a Pending status, you'll want to check here often to approve or reject affiliates.

#### STEP BY STEP

- 1. In the Affiliate Configuration screen, click the Affiliates link.
- 2. Find the affiliate you want to modify and click the 1 button.
- 3. Verify the status of the affiliate if it's Pending, you want to approve or reject. Rejecting will not remove the affiliate from your store.
- 4. If needed, click the Info or Commission links to change affiliate information.
- 5. Click the Earnings link.

6. You can remove or void any commissions earned. For example, if an order was canceled, you may want to remove the listing. Or, if you find the affiliate is cheating the program, you may want to void the payout.



To void an earning, click the 🕑 button next to that actual earning, and make the adjustments. When finished, click **Update**.

#### Making Earning Adjustments

You can adjust the earnings of any order that is tied to an affiliate OR any order that an affiliate was supposed to get a commission on, but didn't.

#### STEP BY STEP

- 1. In the Affiliate Configuration screen, click the Affiliates link.
- Find the affiliate you want to modify and click the button, then click the Earnings link.
- 3. In the top left corner, click the button.
- 4. Enter the Order ID, Order Amount, the amount the affiliate is to earn. You can also void.
- 5. Enter the void or adjustment reason so you have a record.

Transaction	
Date:	10/03/2001
Time:	16:24:22
Туре:	Adjustment
Order ID:	
Order Amt:	
Earned:	0.0000
	Void
Void Reason:	
Voided By:	
Adjusted Reason:	
Adjusted By:	pamela

6. Click the **Add** button.

NOTE: The Adjusted By field will always be completed according to the user who is logged into the admin.

#### Logging Affiliate Payouts

You'll want to log your payouts in the admin also so affiliates can have a record, and so you can quickly verify what is owed.

#### STEP BY STEP

- 1. In the **Affiliate Configuration** screen, click the **Payouts** link.
- 2. Find the affiliate you want and click on the **Earnings** link.

Remove J+ J-	Date	Time	IP Address	Туре	Order ID	Order Amt	Earned	Void	Void Reason	Voided By	0
г	08/02/2001	17:11:45	( )	Commission - pct	1018	305.81	30.5810				1
	10/03/2001	17:12:45		Commission - pct	1028	105.01	10.5010				

- 3. Verify that the orders listed are legitimate.
- 4. Click on the Commissions link.

Identification Info Commission E	iamings			
Commission Per Referral:	0.0000			
Commission Percent of Order:	10.00			
Commission Flat Fee per Order: 0.00				
Balance:	10.5020			
	Payout (This Affiliate Only)			

- 5. To record a payment just for this affiliate, click the **Payout** link at the bottom.
- 6. Click the **Payout** link.
- 7. Check off the Processed box, then click **Update**.

After processing payouts, there will be a new entry under each affiliate's Earnings section.

#### Troubleshooting the Affiliate Program

The Affiliate Program was introduced in version 4.x, so there are some issues that still need to be ironed out.

#### Existing Customers Don't Qualify

The Affiliate Program in version 4.00 and 4.1x runs off cookies. Therefore, if a customer has previously shopped your store from the same computer he/she is using now, no affiliate credits will be given. For example, if Tom shopped your store from his home PC last week, and this week shops from the same computer, but instead clicks on Joe's affiliate link, Joe will not get credit for the sale.

#### To fix this:

- 1. Find the affiliate who should get credit for the order.
- 2. Click the **Earnings** link.
- 3. Click the <sup>b</sup> button to create a new earnings entry.
- 4. Enter the Order Number, the Order Amount and the Commission Amount, then click **Update**.

#### Payout Multiple Affiliates at Once

You can opt to record payments for several affiliates in one shot.

#### To do this:

- 1. In the Affiliate Configuration screen, click the Payouts link.
- 2. Click the button. This displays the total amount that is due to be paid out to all affiliates whose earnings have reached the Payout Threshold (the minimum amount that must be earned in order to get paid).

		۷
: 5.00		
2 22 40		
22.50		
	Contin	ue Reset
	2 2 22.50	2 22.50

3. Click the **Continue** button.

- 4. At the Payout Details screen, click the **Payout** link.
- 5. To record payment to all qualified affiliates, check the **Processed** box and then click **Update**.

# Chapter Seven Processing Orders

After a customer places an order in the store, it must be processed. If you setup the Merchant Notification feature (*Chapter Four: Creating the Store*), then either you (or the order processor of the store) will receive an e-mail whenever an order is placed. In fact, an entire list of people can receive copies of every order.

While an attractive and easy to navigate store will bring customers in, it is timely order processing (and product quality, of course) that will keep them returning, as well as referring your stores to other. You can have the best-looking, fastest loading store, and the best quality products, but if your customers can't receive their orders in a timely fashion, forget about it.

Remember the holiday season of 1999? Two highprofile, multi-billion dollar stores were boycotted by online shoppers because presents couldn't be delivered on time. Some customers didn't receive orders until mid-January. The result? Both of these online moguls lost thousands of customers. One felt so bad they gave \$100 gift certificates to all those affected by their lack of ability to do the one thing customers wanted – timely shipments. Is this something you can afford?



In fact, many customers are willing to pay a little more if they know they will receive their item(s) in one piece and within a week. Keep this in mind - it is another issue that can make or break an online venture.

#### **IMPORTANT**

In order to be able to view and process orders right now, you will need to place some test orders in your store.

Take a few minutes to place some test orders, and be sure to jot down (but not dwell on) things that irk you, or need improvement. You will address these later, AFTER you finish understanding how to use your admin area.

### **Viewing & Editing Single Orders**

If you plan to process orders one by one in the order screens, you can do so. You can also make changes to the customer's order information if need be.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Order Processing**.
- 2. Click the ► next to **Un-batched** Orders.
- 3. Click the link for the order you want to view.

Information about the order is separated into three screens.

Initially the **Customer Information** appears, displaying all of the contact info for billing and shipping.

Edit Order #100		ner has made a r n any of the text	nistake, you can edit the boxes.
Customer Informat	tion Order Information Check P	ayment	
Ship To:		Bill To:	6
First Name:	Pamela	First Name:	Pamela
Last Name:	Hazelton	Last Name:	Hazelton
Email Address:	into@mediasi.com	Email Address:	info@mediesi.com
Phone Number:	518-664-3478	Phone Number.	518-664-3478
Fax Number:		Fax Number:	
Company:	Media Services Internatic	Company:	Media Services Internatic
Address:	P O Box 827	Address:	P O Box 827
City:	Clitton Park	City:	Clitton Park
State:	NY	State:	NY
Zip/Postal Code:	12065-0801	Zip/Postal Code:	12065-0801
Country:	US	Country:	US
			Update Delete Reset

4. Click on the **Order Information** link.

Edit Ord	ler #1000			۲
Customer	Information Order Information Check Payment			
Code	Product	Quantity P	rice/Ea.	Total
GARTHD1	Garth Brooks - Star Profile	1	11.99	11.99
	MESSAGE: Sammy, You're Wonderful			
	GIFTWRAP		1.00	1
TJTEE	Official Texas Jam Tee (Special Offer)	1	5.00	5.00
		Sa	eles Tax 0.0	0
	Shippi	ing: USPS Priol	rity Mail: 3.2	D
			Total: 21.	19
		Update	Delete	Reset

This area lists the item(s) ordered, the price of each, **Sales Tax**, **Shipping** and the **Total** amount of the sale. Any attributes will also be included. **Only the tax**, **shipping and total can be edited**.

5. Click on the **Payment** link.

The customer's payment details are what you need to get payment for the order. In this example, the customer has decided to pay by check (which will be mailed to us).

Edit Order #1000					
Customer Information	Order Information	Check Payment			
Check #: 3416					
	Update	Delete Re	set		

When credit card orders are placed, this screen will display the credit card number, expiration date and name on the card IF the card processor you use is configured to do so. Some Merchant gateways will not display this in detail.

6. If you made any changes, click the **Update** button. Otherwise, click the **Reset** button.

#### **Printing Single Orders**

You can print single invoices on a per-order basis right from this screen. To do this, using the admin menu, locate the order and click on it's link. Then click on the 🖗 button in the top right corner.

The print button will only appear on the first screen of the order, which contains the customers Bill To and Ship To address information.

#### **Deleting Single Orders**

The only time you should delete orders in the editable screens is if the orders is a test or if it is a failed order. You should be keeping records of all your actual sales (see next section).

#### STEP BY STEP

- 1. Click the  $\blacktriangleright$  next to **Order Processing**.
- 2. Click the  $\blacktriangleright$  next to **Un-batched Orders**.
- 3. Click the order you want to delete.
- 4. Click the **Delete** button.

# **Batch Processing – The Right Way to Process**

When orders are grouped according to the date they were submitted, you can better track processing methods, and make it easier to file paperwork on the store. In this sense, a group of orders is called a **Batch**.



Essentially, you should batch orders each day, and name the batch accordingly.

As you can see by the example to your left, batching orders makes it easier for one to find what orders were purchase during a particular timeframe.

Batching serves other purposes as well:

**Reports** – you can run printed reports of all orders in a batch, which can then be filed, or noted for processing.

**Processing** – if you are using a module for a third-party payment system, such as CyberSource Payment Services or CyberCash, this feature will actually mark for payment the orders in the batch.

**New Orders** – any unbatched orders will sit loose at the bottom of the list, so you'll know which orders have been worked on, and which ones haven't.

**Exporting Orders** – Miva Merchant includes an order export utility for tracking sales which will only export batched orders. We'll discuss this procedure later.

#### **Our Recommendation**

Batch your orders. If you don't you'll find yourself filing through a long list of orders, not knowing which have been tended to and which haven't, and you'll have to manually track all your online orders in order to compare them with the actual completed sales.

Orders don't necessarily have to be batched every single day. If you run a small store, or if you only process orders once a week, then you can batch once a week. It all depends on when you plan to charge and ship your orders.

#### **Batching Orders**

#### STEP BY STEP

- 1. Click the  $\blacktriangleright$  next to **Order Processing**.
- 2. Click the **Create Batch** link.
- 3. Enter a name for the batch. We recommend using the current date as the name.

Create Batch: 2 new orders	۲
Batch Name:	
	Create Reset

4. Click the **Create** button.

#### **Running Batch Reports**

Immediately after you create a batch, you will be prompted to run a report. This is not necessary, and you can always run the report later so long as you don't delete the batch of orders.

Run B	atch Report: 013000	3
Report:	<selectone></selectone>	
	Standard Batch Report	
Batch 101	13000' created	Run Report Reset

The batch report will create printable reports of each order and will include the customer information, item(s) ordered and payment information. Unless third-party batch and/or invoice modules are installed, only one type of report is available: **Standard Batch Report**.

#### **Printing Batch Reports**

When you select to run the batch report, your orders will appear in a screen like this:

Extent:     Orman Settings     Store Settings	Standard Batch	report			
<ul> <li>Unor</li> <li>Machana</li> <li>Manage</li> <li>And Sheat</li> </ul>	Order #1000 Ship To:		BIII To:		
Maa Manhard J. Manuel Janua J.     Kevept     Even     Exten     Saturation     Extension     Saturation     Saturation	Nome: Email Address: Phone Number: Fax Humber: Company: Address:	Pamala Hazatze Infaĝimetasi zom 519-664-3478 P-0 Box 827 C Milon Pallo, MY 12065 US	Name: Email Address: Phone Namber: Fax Namber: Company: Address:	Pamola Hazatton Info@mediani.com 519.664-3479 P O Box 827 Oilton Park, NY 12065 US	
Earlier, Echenol, Contaction     Earlier     Earlier     Add Availability (served	Shipping Inform		Payment le Check	formation:	
Tad from     Fice Group!     Todo Precently     Courts Batch			Check #: 341	~	
apringtage. or cannot Unit antice Orders     Mine Mannant must be Darr	GARTHOI Guite Bro MESSAG	The state of the s	Ouanti	y Price/Ea. 1 \$11.99	
• deput tring transform	GIFTWRA TJTEE Official To	P xao Jam Tee (Special Offer)		\$1.00 1 \$5.00 Salas Tay	\$1.00 \$5.00 \$0.00
				Shipping USPS Priority Mail	\$3.30 \$21.19

**NOTE:** Miva Merchant's Standard Batch Report runs orders together, which means an order may print on the bottom half on one page and the top half on the next. There are two ways to force orders to print one per page.

- 1. After running the report in the admin area, use the mouse to highlight each individual order (on a PC, hold the left mouse button down at the top of the order, and drag until you reach the end of that one order). Then click on File... Print... and choose to print only the selection.
- 2. Purchase a third-party module that runs the reports one order per page.

#### **Processing Batched Orders**

When you batch orders, you are filing them together according to when the orders were placed. Then you can process the orders.

If you are utilizing a third-party payment gateway which requires processing, then the following steps must be taken in order for you to get paid. This is how you tell the gateway that you are filling the order.

#### NOTE: In order to process orders this way, you must batch the orders first.

A payment gateway is a company that approves credit card charges in real-time; an order cannot be confirmed to the customer if the credit card is declined. This service is used in conjunction with a credit card merchant account and incurs its own separate fees. If you are using a different third-party payment gateway that does not require processing, or if you will approve credit card payments manually, then the following exercise won't do much for you. Essentially, it will show that the order has been filled, but no funds will actually be transferred.

# If you are not using a gateway that requires processing, you can skip this step of order processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Order Processing**.
- 2. Click the  $\blacktriangleright$  next to the batch you want to process.
- 3. Click the **Process Orders** link.
- 4. Click the **Process** button for each order you want to process.

Process Order	s: 01/30/2000:	013000_2
Order #1007 Check Check #:	333	Process Mark as Processed

5. When the order is processed, you can click the Mark As Processed button.

NOTE: Even though we show a check payment in this example, you wouldn't process these with a credit card payment gateway.

#### **Deleting Batched Orders**

When all orders in a batch are complete, you may wish to delete the batch. There are several reasons people choose to delete batches, including:

- 1. If you are using simple validation for credit cards, or have opted to keep a copy of credit card numbers with the order, then any orders or batches that remain on the server also keep that information there. This means anyone with access to your server has access to that payment information.
- 2. If you run an active store, the databases storing this information can get large in size.
- 3. Keeping it clean makes running the store easier.

However, if you are using a third-party customer order tracking module, you may need to leave these batches on the server. Check with the developer to see what is required.

# If you are using a payment gateway which requires you use the Process button, make sure you process all orders in the batch before deleting.

# **NOTE:** If you want to backup the orders before deleting them from the store, then be sure to review the next section first!

To delete a batch, just click on the name of the batch you want to permanently remove from the store, then click the **Delete** button.

# **Backing Up / Exporting Orders**

Chances are you will want to backup all the orders that have been placed at the store. This is ideal for record-keeping, tax purposes and analyzing sales over a period of time. Orders need to be batched before they are backed up, and you should always backup before deleting a batch.

While Miva Merchant 4.x maintains log files, it doesn't log the actual orders. In order to back these up, you have to export the batches to a **flat file**.

A flat file is a generic text file which can be converted to a spreadsheet or database program, such as Microsoft Excel or Microsoft Access. You can then manipulate the data and use it for various purposes. Refer to the manual or other instructions for your software on charting this data.

Miva Merchant 4.x also includes an export module for Quickbooks.

#### Exporting Processed Orders to a Flat File (.dat)

Only batched orders can be exported this way. All orders you back up should already be processed (completed).

#### STEP BY STEP

1. In the admin menu, click the ► next to the store's **Utilities** link. (This is the first occurrence of the word "utilities," as there is another section named the same for the mall.)

Export Orders To Flat File 🤯			
Batch to Export:	<select one=""></select>		
Export Orders to Fil	e: orders.dat		
Delimiter:	Tab		
	C Other:		
If File Exists:	Append To File		
	C Replace File		
		Export Reset	

- 2. Click the **b** next to **Export Data**.
- 3. Click the **Export Orders To Flat File** link.
- 4. In the **Batch to Export** pull-down menu, select the first batch listed.
- 5. Click the **Export** button.
- 6. Repeat steps 4-5 for each subsequent batch listed in the pull-down menu.

#### The following additional options can be set when exporting orders:

#### **Delimiter:**

By default, the orders.dat file (the default file name for exported orders) is tabdelimited. This means the text file will contain a TAB SPACE between each field in the orders records. Tab-delimited files can usually be opened by any common spreadsheet or database program. However, if you know what you are doing, you can tell Miva Merchant to use a different delimiter, such as a comma.

Batch to Export:	<select one=""></select>	
Export Orders to File: orders.dat		
Delimiter:	<ul> <li>Tab</li> <li>Other:</li> </ul>	
If File Exists:	<ul> <li>Append To File</li> <li>Replace File</li> </ul>	

#### If File Exists:

By default, each exported batch will append to the existing orders.dat file. This means any orders you export next week will automatically be added to the existing file. If you choose Replace File, then any previous exports to this specific file will be overwritten.

#### Export Types:

#### **Append and Replace Method**

Let's say you want to export orders on a weekly basis and import them into Microsoft Excel for analysis. On week one, you export batches for days 1-7, choosing Append to file orders.dat

The next week, since you've already imported the information into the first spreadsheet, you export days 8-14, and choose Replace file, since you only need the information for these particular days (the others are already in the spreadsheet).

In this case, each week when you export, you will choose Replace file for the first batch listed, and Append for each thereafter until all seven days are exported.

#### **New File Method**

Now let's say you want to export orders every week, but you want to keep a different .dat file for each on the server. In this case, you would enter a different file name for the exported orders.

Either way you choose, you are able to export each week, even when you batch each day, and import your data into Excel for analysis.

Once your exports are tested to be intact, you can then delete the batches you exported, as you now have a backup of those orders.

#### Retrieving Flat File Exported Orders

After exporting your orders, you'll want to get the **orders.dat** (or other file, if you changed the name) off the server and onto your computer.

The orders.dat file may be located in one of two places on your server, and you will need to FTP to the server to get this file. The location of this file depends on how your store's setup was configured.

Most commonly, this file is located in the **mivadata** or **htsdata** folder off the webaccessed root of the server. This folder is supposed to be located outside the Merchant folder on root of your server (if it's not, contact your ISP).

The file may be inside this directory. Just look for orders.dat. If it is not, then you will need to navigate to the Merchant4/000000x/export directory. There you'll find the file (orders.dat).

Once you've found the file, you can download it to your computer (in ASCII mode), then import it into a spreadsheet or database program.

NOTE: Whether or not the orders.dat file is in the mivadata (or htsdata) directory, if you cannot access one of these folders on your server, you should contact your ISP – some restrict you from accessing folders on the root of the absolute server. This means no one, not even a developer, could help repair any database files that might be damaged if you make a serious mistake.

#### Exporting Orders in Quickbooks Format

Only batched orders can be exported this way. All orders you back up should already be processed (completed).

You will also need to have already installed a licensed copy of Quickbooks on your computer.

#### STEP BY STEP

- 1. In the admin menu, click the ► next to the store's **Utilities** link. (This is the first occurrence of the word "utilities," as there is another section named the same for the mall.)
- 2. Click the **Quickbooks Export** link.
- 3. If you're new to this, you should accept the default filename of **quickbatch.iif**.
- 4. If you have previously exported and want to append this data to the existing file, then choose **Append To File**.

Qui	QuickBooks Export		
File	Customers	s <u>Orders</u>	
Exp	Export to File: quickbatch.iif		
If File Exists: © Append To File C Replace File			

Otherwise, choose **Replace File** to overwrite old data that you have already imported into Quickbooks.

5. Click the Customers link.



6. Select the customer information you want to export to the file.

- 7. Click the **Orders** link.
- 8. From the **Batch to Export** list, select which batch you want to export to the file.
- 9. Click the **Export** button.

QuickBooks Export		ک
Eile Customers	Orders	
Batch to Export:	Export Orders  12/02/2000 test  Select Oneo  12/02/2000 test	
		Export Reset

After exporting one batch, Miva Merchant will default to the Append to File option and will retain your settings on the Customers screen. Therefore, you can simply click the Batch to Export list, choose your next batch, and click Export again until all batches have been exported.

To import your batches into Quickbooks, follow the instructions with the program.

# *Chapter Eight* **Store Maintenance**

Your store will only operate as well as you maintain its information. Now that you have an online store, you want to take every step possible to keep it in tip-top shape.

The information in this chapter is vital for your store's operation. It is also contains some of the most common issues users bring to other Miva Merchant users. Learning these steps can save headaches.

This chapter is so important we wish it were simple enough to put on page one. Unfortunately, you need to have learned the process of creating your store in order to understand maintaining it.

The best thing you can do is print out or copy this section and tack it to the bulletin board, then live by the necessities.

### Taking the Store Offline

**Maintenance Mode** allows you to take the store offline for any maintenance. It also allows you to notify customers when the store will go offline, and provide any message to them.

#### **STEP BY STEP**

- 1. In the admin menu, click **your store's link**.
- 2. Click the **Maintenance Mode** link.

Store Activity: @ Stor	e Online				
Com	ne At 22:13 On Month: 12 Day: 02 Ye	ear: 2000			
It is currently: 21:43:30 UTC on 12/02/2000 By presetting the					
No New Customer:	0 Minutes before store goes offline.	"offline" time, you			
Warning Message:	istore_namei will be closing in ime	to checkout quickly or return shortly.			
Maintenance Message	* Sorry, istore_name; is closed for m	aintenance. We will re-			
	•	×			
Available Tokens:	-	Name of your store			
		Minutes until store closes			
	%maint_time%	The time your store goes offine			
	%maint_date%	The date your store goes offine			

3. Set the options.

Store Activity - tells you if the store is online or offline

**No New Customer** - allows you to prohibit new shoppers from using the store if they enter X number of minutes before scheduled maintenance

**Warning Message** - allows you to display a warning message above the navigation bar, telling customers the store will be going offline.



**Maintenance Message** - allows you to display a message, telling customers the store is offline for maintenance.

**NOTE:** If you want to include any of the defined parameters, such as the store name and offline time, and do not want to retype this yourself, you can use the TOKENS listed at the bottom.

4. Click the **Update** button.

#### When to Take the Store Offline

Of course you need a reason to take the store offline. Here's a few common ones:

- When performing mass imports of products or updates of existing products (updating price, etc.).
- When manually changing inventory levels on several products (to prevent ordering of those products while you are changing levels).
- When issues arise that cause errors in the store.
- Whenever you delete expired baskets and pack data (next section).
- Whenever you are unable to take orders.

### Delete, Pack, Pack

As visitors navigate your store, files are accessed. Over time and use, like anything else, these files can become filled with more information than is needed.

That's why we regularly:

- 1. **Delete** Expired Shopping Baskets
- 2. Pack the Mall's Data Files
- 3. Pack the Store's Data Files

Many users might tell you to only perform these functions once in a while. We've noticed that, at least for active stores, making this a daily routine can help cut down potential problems.

In the admin menu, you'll find two **Utilities** directories. The first one shown here is for the STORE you are editing. The bottom one, just above the About Miva Merchant link, is for the MALL. Even though you might only have one store, that store is still considered to be housed in an "invisible" mall that only you know about.



NOTE: The following tasks are <u>essential</u> to your store's operation.

These tasks also block shoppers while they are performed. If you plan to perform this during peak times, you should take the store offline.

#### **Deleting Shopping Baskets**

As visitors shop around your site, they are assigned an order number. If a customer leaves without ordering, that order number sits in a database until it is deleted (and possibly used again). Because of this, you'll notice skips in some of your order numbers. Obviously, not every person who enters your store is going to buy something. Many will place items in the shopping basket, then change their minds.

For this reason, you want to delete these expired baskets – they time out after 60 minutes. Depending on how active your store is, you may want to delete this every week or every day.

#### **STEP BY STEP**

- 1. In the admin menu, click the ► next to your store.
- Click the ► next to Utilities (the one for your store, not the mall this is the first occurrence of the Utilities link).



3. Click the **Delete Shopping Baskets** link.

Delete Shopping Baskets: Shop
Delete: © Expired O All
Recover Order Numbers:  O Yes O No
Delete Cancel

4. Choose to either delete only **Expired** baskets (ones that potential customers let time out) or **All** baskets (any basket that hasn't become an order - could be baskets only left for five minutes).

- 5. Choose Yes or No on **Recovering Order Numbers**. If you choose yes, any skipped order numbers will be available for assignment on orders. If you choose no, those order numbers will never be used in your store. We recommend choosing NO in order to minimize potential data corruption.
- 6. Click the **Delete** button.

When complete, you should see a message stating that the baskets have been deleted.

#### Packing the Mall's Data Files

As you delete information from the mall, such as modules or stores, etc., the items are still stored in Miva Merchant, they are just marked for deletion. When you Pack Data Files, the items are actually removed, freeing up space and avoiding conflicts.

#### STEP BY STEP

1. In the admin menu, click the ▶ next to the mall's **Utilities** link (the second occurrence in the admin menu).

💹 Utilities	
Pack Data Files	
About Miva Merchant	

2. Click the **Pack Data Files** link.

When complete, you should see a message stating that the domain data files have been packed.

#### Packing the Store's Data Files

The store is more open to problems because it contains your product information, category information, customer and ordering information, payment information, and a dozen other databases. When you delete products, orders or batches from the store, they are only marked for deletion. Only packing the data files will remove them from the store completely.

If you do not pack data after deleting anything in the admin area (including orders, products, customers, categories) you leave yourself prone to errors and duplicate order numbers.

#### STEP BY STEP

- 1. In the admin menu, click the  $\blacktriangleright$  next to your store.
- 2. Click the **>** next to Utilities (the first occurrence in the admin menu).
- 3. Click the Pack Data Files link.

When complete, you should see a message stating that the data files have been packed.

NOTE: If you receive errors during this process, it is possible you have corrupt files or duplicate order numbers. Contact Miva Corporation or a known Miva Merchant user/developer for assistance.

### **Backing Up Server Files**

You should backup the files on your server on a regular basis. If you are familiar with the directories enough so far, you can create a backup folder on your computer, and use your FTP program to backup all the files located in both the Merchant2 folder (or other named Miva Merchant folder), as well as the data files (usually located in the mivadata or htsdata folder).

If you are not yet accustomed to doing this, you should consider paying someone to do it for you. As well, you should make sure your hosting provider backs up all server files on a regular basis; most IHPs do this daily or weekly for their own protection.

# Chapter Nine Advanced Store Administration

Now that you've learned the ins and outs of the administration area and what you can do to create a store with Miva Merchant, it's time to move on to some of the advanced implementations, if you so desire.

None of the explanations here are required for the store to run, but you'll find that many can assist you when administering the store. Also, you might find some of these a little difficult, especially if you are not technically-inclined. If this is the case, you're not alone. Many new store users find they have to hire someone to implement additional features in Miva Merchant.

### **Giving Others Admin Permissions**

If other people need to be able to perform administrative functions, such as order processing or product administration, then you'll need to give them access to the admin area. It is recommended that you do not allow anyone to login with the same username as anyone else. Only one person should have the admin password used to create the store, and that is you. You can offer the same permissions to others, but each should have a separate login and password.

Assigning permissions in Miva Merchant calls for creating user accounts, establishing groups of privileges, then assigning users to those groups. A user can belong to one group or several groups, since each group can encompass different privileges.

#### Adding Users

Users are added to the Mall, not the store. Then they are assigned permissions in the store.

#### **STEP BY STEP**

- 1. In the mall's admin area (Domain Settings) click the **b** next to **Users**.
- 2. Click the **Add User** link.

Add User		
User		
User Name:		
Password:		
Verify Passwor	d:	
	Administrator	
	User May Create Additional Users	

- 3. Enter the User Name of the person who will use this login.
- 4. Enter the **Password** for the account, and then enter it again to **verify the password**.
- 5. Set any other privileges.

If the person is an administrator, he or she will have the same privileges you do, except for creating more users. However, you can assign that privilege as well.

NOTE: An administrator has access to make changes to the entire mall. This includes modules, domain settings and any additional stores.

6. Click the **Add** button.

#### **Editing Users**

To edit a user's login, password, or other assignments when added click on the User's name and make the changes as if you were adding a user. You can only edit assignments if the user has the permission to create other users or to act as an administrator.

#### **Creating User Groups**

User groups are assigned to a store. This means if you have more than one store you can assign users to one store or more.

Chances are if you are just starting out with Miva Merchant, you won't be making all of your assignments now. However, you can always come back and edit these settings.

# Here, we'll create a group for users who can manually add and delete products to any existing categories.

#### **STEP BY STEP**

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- Click the ▶ next to the store to which you will add this admin group.
- 3. Click the ► next to **Groups**.
- 4. Click the **Add Group** link.
- 5. Enter the Group Name.
- 6. To make this group able to add, modify and delete products, simply check off the four options on the **Products** line (View, Add, Modify, Delete).
- 7. Click the **Add** button.

Add Group					
Group					
Group Name	:				
Privileges:	Name	View	Add	Modify	Delete
	Availability Groups				
	Categories				
	Currency Configuration				
	Customers				
	Logging Configuration				
	Order Fulfillment Configuration				
	Order Processing				
	Payment Configuration				
	Price Groups				
	Products				
	Sales Tax				
	Shipping Configuration				
	States				
	Store Settings				
	Store Utilities				
	System Extension Configuration				
	Upsold Products				

#### Elements of the Group

The User Group has several elements, which means you can assign some privileges to some users, and different ones to other users. For example, if three people need to be able to process orders, but they are not supposed to touch the rest of the store (shipping configuration, customers, etc.), then you can restrict their access.

You can also restrict users from modifying data, but still allow them to view the information.

#### Here's a breakdown of the possible admin permissions, and what they mean if more than View is selected:

**Affiliate Money** – the user(s) can view, add, modify and/or delete affiliate payout info

**Affiliates** - the user(s) can view, add, modify and/or delete affiliates

Attribute Templates – the user(s) can view, add, modify and/or delete attribute templates

**Availability Groups** – the user(s) can create, modify and/or delete customers, categories and products from the availability groups

**Categories** – the user(s) can add, modify and/or delete categories (this will not delete the products within those categories

**Countries** - the user(s) can add, modify and/or delete countries that are listed for customers to select

Group Name:				_	
Privileges:	Name	View	Add	Modify	Delete
	Affiliate Money	П	П		
	Affiliates				
	Attribute Templates				
	Availability Groups				
	Categories				
	Countries				
	Currency Configuration				
	Customer				
	Inventory				
	Logging Configuration				
	Order Fulfilment Configuration				
	Order Processing				
	Payment Configuration				
	Price Groups				
	Products				
	Sales Tax				
	Shipping Configuration				
	States				
	Store Settings				
	Store Utility Configuration				
	System Extension Configuration				
	Upsold Products		Γ		Б

**Currency Configuration** – the user(s) can add, modify and/or delete any currency methods acceptable at the store

**Customer** – the user(s) can add, modify and/or delete any customers; user(s) can add customers manually, whether or not the person has shopped the store

**Inventory** – the user(s) can add, modify and/or delete settings for inventory tracking, default stock levels and messages

**Logging Configuration** – the user(s) can add, modify and/or delete any of the two logging configurations you may have set with your store

**Order Fulfillment Configuration** – the user(s) can add, modify and/or delete customer notification or merchant notification of orders (via e-mail), or any third-party fulfillment modules which may have been installed

Order Processing – the user(s) can add, modify and/or delete orders and batches

**Payment Configuration** – the user(s) can add, modify and/or delete the payment method modules, such as credit card methods or check options

**Price Groups** – the user(s) can add, modify and/or delete products or customers from specific price groups

**Products** – the user(s) can add, modify and/or delete products from the store

**Sales Tax** – the user(s) can add, modify and/or delete the assignments for adding sales tax to orders

**Shipping Configuration** – the user(s) can add, modify and/or delete any of the shipping methods

**States** – the user(s) can add, modify and/or delete any states from the list the shopper selects from when entering his or her billing or shipping address

**Store Settings** – the user(s) can add, modify and/or delete the store, as well as change colors, fonts, pagination, messages and other functions found in the settings when you click on the link to the store in the admin menu

**Store Utility Configuration** – <u>unless given admin privileges</u>, a user assigned to this section **will not** be able to import or export data, pack data files or delete expired shopping baskets

**System Extension Configuration** – the user(s) can add, modify and/or delete any system extension modules, including third-party modules, which may have been installed

**Upsold Products** – the user(s) can add, modify and/or delete any upsale items from the store

#### Editing Groups – Assigning Users

After adding a Group, you will need to assign any users to the group.

#### STEP BY STEP

- 1. Click the  $\blacktriangleright$  next to **Groups**.
- 2. Click the Group link you want to edit.
- 3. Click the **Users** link.
- 4. Use the checkboxes to assign or remove Users.

Edit Group: Product Only Group	Ø
Group Users	
All Unassigned Assigned	Search:
Assigned User	6
manager	6
1-1	10 🕓
	Update Delete Reset

If you have a long list of users you can click the **Assigned** button to remove any previously assigned users and the **Unassigned** button to add any other users you've already created.

5. Click the **Update** button.

If you are editing an existing group and want to change the permissions, just click on the Group link.

You can change the permissions of the group at any time.

#### **Deleting Groups**

To delete a group of assigned permissions, simply click the  $\blacktriangleright$  next to **Groups**, click on the group's name, then click the **Delete** button.

No users will be deleted from the actual mall in this process.
## Importing Products from a Flat File

If you have more than 20 products to sell, chances are you've found the process of adding these one by one to be nothing short of cumbersome. Miva knows this; that's why there is an import function to upload several products at once.

It is not necessary to create your categories in the administration area first, but it does make the process of importing go faster. If you do not create categories first you will need to assign the imported products to the categories one at a time later.

If you are a new computer user, the following procedures may be difficult. This means of importing products is not necessary, but saves time as it eliminates the need to add products through the product screens one at a time.



Miva Merchant version 4.x contains many new features, and this means additional fields you may want to import. You are not required to import any fields other than Product Code, Name and Price. You may feel free to consider the other fields discussed here optional.

## Creating a Products File

After creating any needed categories in admin, you need to create the products file, or database. This will include all the information shoppers will see when they visit the store: Name, Price, Description, Images, etc.

We'll use Microsoft Excel as an example because most people have a spreadsheet program, and Microsoft Excel is the most popular. If you plan to create your file in Microsoft Access, or another database program, you can follow the same structure – if you understand databases, then this should be quite easy.

If you are using a spreadsheet program, you want to make sure you only have one worksheet for the file. Otherwise, you might get an error when attempting to save the file as text only.

The file we will ultimately import will not contain column headings, so if you do use them now, you will need to delete that row before importing. If you import the headings, you'll find that Miva Merchant will import it as a product.

Your spreadsheet should look something like this:

	A	В	c	D	E	F	G	н	1	Ĵ
1	100	COUNTRY	Reba's Greates	Encompassing	12.99	graphics/000001/1001.jpg	graphics/0000001/1001a.jpg	Yes	0.6	9.99
2	100	COUNTRY	Garth's Christn	A special albun	13.99	graphics/0000001/1002.jpg	graphics/0000001/1002a.jpg	Yes	0.6	11.99
3	100	ROCK	Neil Young	Neil's first albur	16.99	graphics/0000001/1003.jpg	graphics/0000001/1003a.jpg	Yes	0.6	15.99
-4										

## LARGER VIEW:

	A	В	С		D		Е
1	1001	COUNTR	Y Reba's Greates	Encor	mpassi	ng	12.99
2	1002	COUNTR	Y Garth's Christn	A spe	cial alb	oun	13.99
3	1003	ROCK	Neil Young	Neil's	first all	our	16.99
4							
	F		G	1	Н		J
graph	graphics/0000001/1001.jpg		raphics/0000001/1001a.jpg		Yes	0.6	9.99
graph	ics/000000	)1/1002.jpg	graphics/0000001/10	02a.jpg	Yes	0.6	11.99
graph	graphics/0000001/1003.jpg		graphics/0000001/10	ОЗа.јрд	Yes	0.6	15.99

Aside from the Product Code, Product Name and Price, all other fields are optional. You may also include some fields for some products but not others. For example, if some products contain no images, you can leave the image field blank for those products.

The image above is just an example. Here we list all the different fields you may import.

**Product Code** – the item number; can contain letters, numbers and dashes

**Category Code** – *not the name*, but the <u>code</u> used when creating the category

**Product Name** – try to keep the name brief

**Description** - try to refrain from using "quotes" if using Excel, as they can multiply themselves during export to a text file. However, you can always use a text editor to strip any quotation marks before importing to the store

**Price** - <u>do not</u> use a dollar sign (\$) [this field must be formatted as a general number field with 2 decimals]

**Product Image** – unless you've changed the location, this will be entered like graphics/00000001/1001.jpg

**Product Thumbnail Image** – unless you've changed the location, this will be entered like **graphics/0000001/1001a.jpg** 

Taxable – use a Yes or No if the item is taxable

Weight – if you are shipping according to weight, enter the weight of the product

Cost – if you are including the cost of the item (not price, but cost, such as wholesale cost) for account customers, then enter it here. This is not required.

Available - use a Yes or No if the item is to be viewed by the customer

Attribute Template Code – enter the code for an attribute template you may have created and want to assign to this particular product.

Adjust Stock By – for inventory, enter the negative or positive number of inventory to add or remove from the product's current count.

Track Product Inventory – Yes or No.

In-Stock Message (Short) – the short in-stock message for the product.

**In-Stock Message (Long)** – the long in-stock message for the product.

Track Low Stock Level – Yes or No.

**Low Stock Level** – a positive number indicating the product's "low stock" status.

**Low Stock Message (Short)** – the short message indicating the product's inventory is low.

**Low Stock Message (Long)** – the long message indicating the product's inventory is low.

Track Out Of Stock Level – Yes or No

**Out Of Stock Level** – the positive number that indicates product is out of stock (usually 0 or 1)

**Hide Out Of Stock Products** – Yes or No to hide the product from the customer if out of stock.

**Out Of Stock Message (Short)** – the short message indicating the product is out of stock.

**Out Of Stock Message (Long)** – the long message indicating the product is out of stock.

**Limited Stock Message** – the text you want displayed if a customer orders more of one item than what you have on hand.

## Saving the File

After entering all the information, you need to save the file as a delimited file. We recommend saving as tab-delimited. You can save as comma-delimited, but the program may get confused if you also use commas in your product descriptions.

In Excel, and most other spreadsheet programs, you need to click on File... Save As... and select Tab-Delimited as the file type.

If you are using a database program, you may have to use an export feature to create a tab-delimited file.

After saving, you should now have two files – the original file (.xls if Excel), and the new file (.txt).

TIP: If your new text file contains many "quotes" you may consider opening it in a text editor, such as NoteTab or NotePad. You can then do a Find & Replace, finding all "" and replacing with nothing (leave the replace box blank).

## Importing the File

To import the file, you need to login to the admin area.

#### STEP BY STEP

- 1. Click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to the store to which you will be importing the file.
- 3. Click the **>** next to the **Utilities** link ( the first occurrence).
- 4. Click the ► next to **Import Data**.
- 5. Click the Import Products From Flat File link.
- 6. To locate the file on your computer, click the <sup>(a)</sup> button. This will launch a new window that will let you upload the file from your computer.

Import Products From Flat File	<b></b>
Data File:	۵
Delimiter: © Tab © Other:	
	Next Reset

7. You can enter the path to the file here, or click the **Browse** button to launch another window showing your computer's directories.

Upload File	
C Overwrite	
File:	Browse
	Upload Cancel

- 8. Navigate to the directory where the text file is stored.
- 9. Click the name of the file you created, and then click the **Open** button. You will be returned to the Upload File window (above left).
- 10. If the file has been imported before, check off the **Overwrite** box. Otherwise, you will not be able to import new products from this file.



Microsoft Windows 95/98 Example

- 11. Click the **Upload** button.
- 12. Click the **Next** button to move to the import screen.

Import Products F	Import Products From Flat File					
Existing Products:	€ Ke	ep Existing Products				
	CUp	date Existing Products				
	C Re	place Existing Products				
Attribute Templates:						
	C C					
Fields:						
rielas;	Row	Product Code	<skip></skip>	*		
	1	1003	<skip></skip>	•		
	2	1000	Product Code			
	3	3201	- Name Category Code			
	4	3209	Price			
	5	3211	Cost			
			Weight			
			Description			
			Taxable			
			Active Thumboail LIDI	-		
			_Thumbnail URL			

13. Choose what you would like to do with the existing products.

**Keep Existing Products** – any products already in your store will not be updated or affected in any way

**Update Existing Products** – if any products in this file you are importing carry different information than those already in the store, those products will be updated and will reflect the changes

**Replace Existing Products** – any existing products will be replaced by those products in this new file.

- 14. Choose if you would like to **Use** or **Copy** attribute templates.
- 15. Use the pull-down menus on each field to tell Miva Merchant what field it corresponds to in the store.
- 16. Click the **Import** button.

Depending on the number of items you are importing, along with your connection to the Internet, the import process could take from 10-15 seconds to a minute. If you receive timeout errors, and continue to do so, you can increase your ISP's timeout settings (contact your IHP/ISP) or you can break your largest file into smaller files for import.

## **Retrieving Customer Information**

You may want to obtain a list of all account-holding customers for mailings or records keeping. Miva Merchant 4.x allows you to export your customers list so you can view or manipulate it offline.

## **Exporting Customers**

- 1. In the admin menu, click the **>** next to your store's **Utilities** link.
- 2. Click the > next to **Export Data**.
- 3. Click the Export Customers to Flat File link.

Export Customer to	File: customers.det				
Export	P Login	Pass. Recovery Email	9	Ship. First Name	
	P Step. Last Name	T Ship. Email	Г	Ship. Phone	
	F Ship Fax	F Ship Company	Г	Ship Address	
	T Ship City	F Ship State	г	Ship. Zp	
	F Ship Country	E Bill, First Name	Г	Bill. Last Name	
	F Bill Phone	F B& Fax	Г	Bill, Email	
	F Bill, Company	F Bill Address	г	Bill City	
	F Bill State	E B#. Zp	Г	Bill. Country	
Delimiter	r∓ Tab				
	C Other				
lf File Exists:	Append To File     C Replace File				

- 4. In the **Export Customers to File** box, enter the name of the file you want Miva Merchant to export the information. By default, this is customers.dat, and you can leave it as is.
- 5. In the **Export** section, check off the fields you want exported. For example, if you want to send a mailing to customers in the "bill to" section, check off all the Bill. Options.
- 6. In the **Delimiter** section, enter the type of delimiter you want to use. For example, when opening the .dat file in Microsoft Excel, you can tell the program which delimiter was used to separate each field. Many people use the PIPE delimiter (the | above the enter key) because its highly unlikely this character is used in any of the customer fields.

- 7. In the **If File Exists** section, you can choose to Append the information to data which is already present in the file (if you've exported before), or you can replace an existing export file with only the current information.
- 8. Click the **Export** button.

Obtaining the Exported Customers File

To obtain the exported customers file, you must have FTP access to your store's data files.

## STEP BY STEP

- 1. Using an FTP program, connect to your web server.
- 2. Navigate to the **mivadata** (or htsdata) directory.
- 3. Double-click the data folder for this store (usually **Merchant4**).
- 4. Double-click the **0000000X** folder (where X is the number for the store usually this is 00000001).
- 5. Double-click the **export** folder.



6. Using your FTP program's menus, download the data file in ASCII format, to an area on the hard drive you will be able to find.

Once you have downloaded the .dat file, you can then use a database or spreadsheet program to view and/or manipulate the information.

## *Chapter Ten* Fleshing Out the Store

So far, everything you have learned will make your store operational. Chances are, however, you want to do a little more to make your store unique and competitive. There are additional features in Miva Merchant that allow you to provide additional information and content to the customer. These are listed in no particular order, as each person will want different features and will want to make different changes.

The instructions covered here are based on the Miva Merchant Look & Feel and the Open Look & Feel only. They also assume you are not using a third-party display module for the OpenUI, which may override or replace some of the assignments.

## **Replacing Navigation Buttons**

You can change the buttons used for the Navigation Bar (the row of buttons at the top of each page of the store) with your own graphics.

Store Front Account Search Product List Basket Contents Checkout

If you want to change these, you will need to create your own buttons, measuring approximately the same height and width. Buttons should be no taller than 25 pixels and no wider than 110 pixels to follow standard design.

## See Appendix B for sizing and graphics creation information.

- 1. In the admin menu, click on your store name's link.
- 2. Click on the **Images** link.

Identification	Owner	Settings	Layout	Customer Fields
Maintenance Mode	Order Minimums	Shopper Selected Sales Tax	Messages	Pagination
Colors	Fonts	Images	Headers & Footers	Customer Accounts
Buttons	Page Sections	Product List Layout	Search Layout	
Body Background:	Г			٩
Navigation Bar Logo	o: gr	aphics/en-US/mmui/blades.g	it (d	۵)
Navigation Bar Logo	o Link:			
Navigation Bar "Sel	ect Store": gr	aphics/en-US/mmui/selstr.gif		۵
Navigation Bar "Sto	re Front": gr	aphics/en-US/mmui/storfmt.gi	f 🧯	٩
Navigation Bar "Acc	count": gr	aphics/en-US/mmui/account.	gif 🤇	2
Navigation Bar "Sea	arch": gr	aphics/en-US/mmui/search.g	7 (	۵)
Navigation Bar "Pro	duct List": gr	aphics/en-US/mmui/prodlist.g	jir 🧯	2
Navigation Bar "Bar	sket Contents": gr	aphics/en-US/mmui/basket.g	1	2
Navigation Bar "Che	eckout": gr	aphics/en-US/mmui/checkout	t.gif 🤇	۵

- 3. Next to the location of each button you would like to change, click the 🙆 button.
- 4. Click the **Browse** button.
- 5. Navigate to the directory on your computer that contains the new button.
- 6. Click on the new button, then click **Open**.
- 7. Click the **Upload** button.

## **Replacing Shopping Buttons**

Throughout the store shoppers are faced with buttons or text links to click on. The buttons are standard form buttons that do the following:

- Add To Basket
- Buy One Now
- Continue
- Login
- Next

- Previous
- Remove
- Save
- Search
- Update

Miva Merchant 4.x allows you to choose how each button or action link is displayed. You can choose to display each as a **standard form button** (the gray box with test), an **image** that you have created, or a **plain text link**.

#### STEP BY STEP

1. In the admin menu, click your store's link.

Buttons Page Sections	Product List Layout Search Layout	
Add One To Basket (Expanded):	Default Settings	
	C Text:	
	C Image:	۵
Add One To Basket (Line Item):	@ Default Settings	
	C Text:	
	C Image:	۵
Add One To Order:	P Default Settings	
	C Text:	
	C Image:	۵
Add To Basket:	@ Default Settings	
	C Text:	
	C Image:	۵

- 2. Click the **Buttons** link.
- 3. Make your selections for each button or link. If you want to use an image, you will need to click the button and browse for the file and upload it to the store.
- 4. Click the **Update** button.

## **Modifying Display Features**

You can make various changes in regard to what will be displayed on certain store screens.

As with most other features, you can always change settings back later.

## Eliminating Miva Merchant's Navigation

You can choose to not display the navigation bar and/or the category tree.

- 1. In the admin menu, click your store's link.
- 2. Click the **Page Sections** link at the top.
- 3. Uncheck (or check) to turn on or off the navigation bar and category tree.
- 4. Click the **Update** button.

## **Customizing the Category Screen**

You can customize how products are displayed on the Category Screen. Better yet, you can customize this **for each category**.

#### **STEP BY STEP**

- 1. In the admin menu, click the  $\blacktriangleright$  next to your store's link.
- 2. Click the  $\blacktriangleright$  next to Categories.
- 3. Click the link for the category for which you want to change the product display.
- 4. Click the **Product Layout** link at the top.

Category Pagination Hea	aders & Footers Images Product Layout
Products	
Format:	Expanded 💌
Product Fields:	<ul> <li>Product Name </li> <li>Product Code</li> <li>Price</li> <li>Weight</li> <li>Description</li> </ul>
Buttons:	<ul><li>Add One To Basket</li><li>Buy One Now</li></ul>
lmage:	Thumbnail 💌
Inventory Level Messag	e: Long 💌

5. Make any changes applicable to your tastes.

**Format** - choose Expanded (default display) or Line Item (list format with alternate shading)

**Product Fields** - you can opt to turn on or off Product Name, Code, Price, Weight and Description

**Buttons** - you can opt to show or not show the Add One To Basket and Buy One Now buttons

**Image** - you can opt to show the Thumbnail image, the Full Sized image, or no image at all

**Inventory Level Message** – you can choose to display the Long or Short messages in reference to the inventory level messages you set for your store.

6. Click the **Update** button.

## Customizing the Product List Layout

The product list is the list of items displayed when a shopper clicks on the Product List button. You can display the product list in the same way as category screens.

### STEP BY STEP

- 1. In the admin menu, click your store's link.
- 2. Click the **Product List Layout** link at the top.

Format:	Line item 💌
Product Fields:	<ul> <li>Product Name</li> <li>Product Code</li> <li>Price</li> <li>Weight</li> <li>Description</li> </ul>
Button:	🗹 Add One To Basket
	🗹 Buy One Now
lmage:	None
Inventory Level Message	: Long 💌

3. Make any changes applicable to your tastes.

**Format** - choose Expanded (default display) or Line Item (list format with alternate shading)

**Product Fields** - you can opt to turn on or off Product Name, Code, Price, Weight and Description

**Buttons** - you can opt to show or not show the Add One To Basket and Buy One Now buttons

**Image** - you can opt to show the Thumbnail image, the Full Sized image, or no image at all

**Inventory Level Message** – you can choose to display the Long or Short messages in reference to the inventory level messages you set for your store.

4. Click the **Update** button.

### **Customizing the Search Screen Layout**

The search layout affects the search results page. You can display the product list in the same way as category screens and the product layout.

### STEP BY STEP

- 1. In the admin menu, click your store's link.
- 2. Click the **Search Layout** link at the top.

Format:	Line item 💌
Product Fields:	<ul> <li>Product Name</li> <li>Product Code</li> <li>Price</li> <li>Weight</li> <li>Description</li> </ul>
Button:	🔽 Add One To Basket
	🔽 Buy One Now
lmage:	None
Inventory Level Message	: Long 🔽

3. Make any changes applicable to your tastes.

**Format** - choose Expanded (default display) or Line Item (list format with alternate shading)

**Product Fields** - you can opt to turn on or off Product Name, Code, Price, Weight and Description

**Buttons** - you can opt to show or not show the Add One To Basket and Buy One Now buttons

**Image** - you can opt to show the Thumbnail image, the Full Sized image, or no image at all

**Inventory Level Message** – you can choose to display the Long or Short messages in reference to the inventory level messages you set for your store.

4. Click the **Update** button.

## **Headers and Footers**

We already learned about category and product headers and footers, but some other sections of your store may require additional information. For example, the Customer Login feature is nice, but wouldn't it be better if you explained to your customers the benefits of setting up an account?

You can assign headers and footers to various sections of your store. You can include headers and footers for the customer login screen, order screen, and other screens. If you are using the KoolCat Look and Feel, turn to the end of this tutorial for Header and Footer information.

To create Headers and Footers, **click on your store's link** in the admin menu, then click on the **Headers and Footers** link.

Category Tree Header:	<font face="arial, verdana, helvetica"> * * * * * * * * * * * * * * * * * * *</font>
Category Tree Footer:	<pre></pre> <font face="arial, verdana, helvetica"> </font> </font> </font></font></font></font></font></font></font>

Headers and footers can include HTML, which means you can signify fonts, font sizes, even font attributes (such as **bold** and *italics*), as well as include image references. It's up to you, of course, to understand the coding of HTML; we have included a reference of basic commands you might use in **Appendix B**.

Keep in mind that Headers and Footers are just that – collections of information (text and/or graphics) which will appear above or below the actual "meat" of the page. Be sure you don't take up too much space in your headers. Otherwise, customers will need to scroll through all the information before actually viewing what they are looking for. See next page for a listing of Headers and Footers.

We've provided a detailed list of the headers and footers you can create, where they will appear, and some ideas on what information to include.

HEADER/ FOOTER	WHERE IT APPEARS IN STORE	WHAT TO INCLUDE?
Global Header	Adds a header to the entire store.	Store logo, customized navigation.
Global Footer	Adds a footer to the entire store.	Text links for the entire site, copyright information, company name, address & phone number.
Category Tree Header	At the top of the categories list on the left-hand side of the screen.	Words like, "Choose a Category:"
Category Tree Footer	Below the category listing on the left-hand side of the screen.	A link to offline ordering info or contact page.
Customer Login Header	At the top of the page where a customer will either log into the store or create an account.	Prompt to create account, and reasons why.
Customer Login Footer	At the bottom of the page where a customer will log into the store or create an account.	Note about privacy issues.
Edit Customer Account Header	At the top of the page where a customer can edit his or her account information.	Tell customers what they can edit, and to be sure SAVE box is checked.
Edit Customer Account Footer	At the bottom of the page where a customer can edit his or her account information.	Remind customer to check SAVE box
Create Customer Account Header	At the top of the Account Creation page.	Remind customer that their information is privately held.
Create Customer Account Footer	At the bottom of the Account Creation page.	Remind customer that their information is privately held.
Missing Required Attribute(s) Header	When a customer does not select an attribute, a separate page will alert him or her to do so.	Explain that the customer should select an attribute, or just continue.

Missing Required Attribute(s) Footer	When a customer does not select an attribute, a separate page will alert him or her to do so.	Miva will state whether or not the attribute is required. Put your add'l info in the header or footer.	
Search Header	At the top of the search page.	Tell customer he or she can search by product name, code, or description or price.	
Search Footer	At the bottom of a search page.	Tell customers they can search by name, code, description or price.	
Product List Header	At the top of the page which displays the product listing.	Tell customer to click the product code link to view the product page.	
Product List Header	At the bottom of the page which displays the product listing.	Tell customer to click the product code link to view the product page.	
Basket Contents Header	At the top of the basket page, which tells the shopper what is ready to be purchased.	Tell customer how to remove, or update the quantity of an item.	
Basket Contents Footer	At the bottom of the shopper's basket page, which tells him or her what is ready to be purchased.	Tell customer how to remove, or update the quantity of an item.	
Order: Customer Login Header	This page will appear if a customer who has not signed in wants to proceed to checkout.	Give a brief explanation of what a customer account is.	
Order: Customer Login Footer	This page will appear if a customer who has not signed in wants to proceed to checkout.	Give a brief explanation of what a customer account is.	
Order: Create Customer Account Header	Page appears if a customer who has not signed in attempts to checkout, then decides to create an account.	Explain your site's privacy issues, and exactly what information is stored.	
Order: Create Customer Account Footer	Page appears if a customer who has not signed in attempts to checkout, then decides to create an account.	Tell the customer that next time he or she can simply sign in.	
Order: Customer Information Header	This page displays the customer's shipping and billing contact information.	Ask customer to make any changes if necessary.	

Order: Customer Information Footer	This page displays customer'sSame, or reitersshipping & billing contact info.privacy policy.	
Order: Upsale Header	If you offer upsale products, this will prompt the shopper to take advantage of the special offer.	Tell the customer this is optional, not required.
Order: Upsale Footer	If you offer upsale products, this will prompt the shopper to take advantage of the special offer.	Tell the customer this is optional, not required.
Order: Upsale Missing Required Attribute(s) Header	If a customer selects an upsale item that contains attributes, this page will appear.	Tell the customer he or she can select an attribute.
Order: Upsale Missing Required Attribute(s) Footer	If a customer selects an upsale item that contains attributes, this page will appear.	Tell the customer he or she can select an attribute.
Order: Select Shipping/Payment Header	This page contains the customer's order information, as well as prompts for shipping and payment method.	Ask the customer to select shipping and payment method below.
Order: Select Shipping/Payment Footer	This page contains the customer's order information, as well as prompts for shipping and payment method.	Tell the customer that shipping and payment selection is required.
Order: Payment Information Header	This page prompts the customer to enter the credit card or check number.	Ask customer to include this info so order can be processed.
Order: Payment Information Footer	This page prompts the customer to enter the credit	Explain the format for entering this info.
Invoice Header	card or check number. This page includes the final invoice.	Don't duplicate Order Completed Message.
Invoice Footer	This page includes the final invoice.	Ask customer to print and save order.

## **Existing Web Site Integration**

Some site owners like to integrate part of their store's links and information with existing HTML pages, such as the home page or related pages.

If you want to hype products on your HTML pages, you can navigate through the store, then copy and paste the link to the product right from the browser window.

Or, to make life easier, you can get the link from the administration screens.

Throughout the admin area you'll see a P button at the top right of the screen. This is the link button.

NOTE: Some users obtain links right from shopping the site. However, Secure URL links (account and checkout) will not work properly this way. If you want to customize your store by using HTML pages instead, you may run into problems. A better option would be use third-party modules that assist in modifications.

## **Obtaining Store Links**

Main store links include storefront, search, product list, basket contents and order form.

## STEP BY STEP

- 1. In the admin menu, click on link for your store.
- 2. In the upper right-hand corner, click the 9 button.



- 3. Click the links to test them.
- 4. Copy and paste the links to your HTML pages.

## You can use the same method to obtain the links for products and categories.

IMPORTANT: Because Miva Script uses statements similar to IF and THEN to determine whether or not a customer is logged in or has items in his/her shopping basket,

linking directly to secure pages, such as CHECKOUT and LOGIN will not work ideally when linked directly from HTML pages.

# Chapter Eleven Store Add-Ons and Alternatives

You can use Miva Merchant right out of the box and have a fully functional, appealing ecommerce site. However, many companies desire further customization and functionality for their stores to make them unique. To do so may require the use of third-party modules or additional services from either Miva Corp., or certified partners.

## **Miva Marketplace**

Realizing that online merchants need further advancements in obtaining more customers, Miva Corp. developed Miva Marketplace. The feature is an automated marketing service integrated with Miva Merchant that drives targeted shoppers to Miva storefronts. Introduced in version 4.1, this new feature allows merchants to advertise products effectively, only paying for what is actually viewed by potential customers.

## How It Works

Miva Marketplace is a pay-for-performance search engine. After signing up and bidding for results, merchants are sent traffic.

Merchants bid for placement. For example, if the current bid for top results of the search "lawn mower" is 25-cents, you can bid 30-cents to be placed first. When potential customers search for that term, your site will be listed first. You only pay for the listing if a shopper clicks on it, so you only pay when potential customers actually visit your site.

The shopping search box is placed on various profiled sites throughout the World Wide Web.

Whenever you add or edit the products in your Miva Merchant store, you can optionally assign it to appear in the Miva Marketplace.

#### Shopping

Search for. GO Art & Antiques Automotive **Babler & Children** Books, Masie & Movies Computers & Soft ooking, Food & Education ashion & App and 9 Hts & Collectibles Health & Deauty Hobbies & Collectibles Holiday & Seasonal Home & Gardening Office & Business Outdoors & Recreation Parties & Occasions Pets Spiritual & Religiou Sports Toys & Games Travel.

## Joining Miva Marketplace

Any Miva Merchant 3.x or 4.x store can join Miva Marketplace. Your hosting company must have the commerce library for this service installed.

- 1. In the admin menu, click the **MAIN** button at the top of the screen to return to the screen returned just after login.
- Click the Miva Marketplace Signup Wizard link near the bottom of the screen.
- 3. Accept the default host URL, or enter one you may have been provided.
- 4. Click the **Next** button.
- 5. Select New Account, then click Next.

$\bigcirc$	Restart   Goos
Welcome to the Mine Marketplace Sign Up Wizard	
Mive Marketplace is a pay-for-performance operith engine, who to phoppers searching from an browsing on a variety of veboit have the apportanity to add your products to the Mive Marketp	es. Once you have signed up, you will
To begin, please enter the URL to the New Madetplace serve accept the default least un	
Hest URL: Https://www.com	
	Night

- 6. Create a **Login** and **Password** for your account.
- 7. Click the **Next** button.
- 8. Verify the contact information. By default, this is pulled from the registration of the store you are currently running. Make any changes or additions necessary, then click Next.
- 9. Make a **deposit of funds**. This is an initial deposit which will decrement as click-throughs are made to your store.
- 10. Click the Next button.
- 11. Verify all information on screen. If you need to make changes, click the Previous button. Otherwise, click **Finish**.

## Assigning Products to Miva Marketplace

You can optionally include any products in the Miva Marketplace directory. Since you get to select each one, you don't have to add limited items that may not stay in stock.

- 1. In your admin menu, click the **Products** link for your store.
- 2. Find the product you want to add to Miva Marketplace, and click the 🕒 button to edit the product.
- 3. Click the **Miva Marketplace** link at the top of the product's screen.
- 4. Click the Actively Listed radio button, and enter your bid for click throughs in the Price/Click box. Do not include the \$ You will only be charged this amount when a shopper clicks the link from Miva Marketplace's search results to your store.
- 5. Click the **Select** link to select the categories in which you want this product displayed. A new window will open, displaying the main categories available for product assignment.
- Navigate the category listing by using the button next to each main category. If you cannot find the category you need, you can opt to add a subcategory.
  - a. Beneath a main category, click the **Add category** link.
  - b. At the bottom of the window (you may need to scroll), type the subcategory name.
  - c. Click the **Add** button.
- 7. Check off each **Miva Marketplace category** you want this product assigned to.
- 8. Click the **Submit** button.



ategories:		
T + Arts A	rtigues	
E + Astano	tim	
F + Batics	5 Children	
F + Books,	Maar: & Marries	
F + Contact	ors & Extense	
T + Cooking	Fast & Wine	
F + Education		
	Add category	
F • (	Demoskagy *	
T + Electro	111	
F + Eastern	& Associ	
F + Eleventa	and the second	
F + Gets &	Calectoles	
T + Health I	6 Execty	
T . Tiobberg	a Collectibles	
	Add calvegory	
E • 5	Deels Was	
E •	Seewax Ornersenia	
E + (	Seneology	
	New York Mercatabilia	
E • 1	Percelain Dalls	
F + Holday	8. Seasonal	
F + Harre 4	Gardening	
I + investry	8. Accessories	
F + Office.8	Eusema	
F + Outskor	is & Recreation	_
	Habbus & Collectibles	
ew Category Harn	et Comic Books	
karl		

- 9. Return to your product's screen in the admin menu, click the **Calculate Placement** button, and view the updated information.
- 10. Repeat steps 5 8 as needed to assign the product to more categories.

Edit Produ	ct: A Look Back					0
Product	Images	Related Products At	tributes Upsold Products			
Miva Marketp	Headers & Foot	ters Weit List	This shows that our product is			
Actively Listed     Listed, Disabled     Not Listed  Price/Click: 35  Calculate Placement		actively listed at 35-cents per click- through, that it is in the subcategory Comic Books, and it will rank #1 out of 71 entries.				
Categories:	Category Name		Placement	Min. Price	Low Price	High Price
	Comic Books (Hobbi	ies & Collectibles)	1/71	0.00	0.00	0.35
14 4 3 1	Select			Ορ	date Dele	ata Reset

## Removing Products from Miva Marketplace

You can disable or remove from listing any product.

- 1. In the admin menu, click the Products link for your store.
- 2. Locate the product and click the 🕑 button to edit the product.
- 3. Click the Miva Marketplace link at the top of the screen.
- 4. Click the **Listed**, **Disabled** option to keep the listing but disable its appearance (for out-of-stock items), or the **Not Listed** option to de-list the item.
- 5. Click the **Update** button.

## Troubleshooting Miva Marketplace

In order for Miva Marketplace to run on the store, the server must have the proper commerce library installed. If you receive an error when attempting to sign up for Miva Marketplace, check with your hosting company to be sure the server is configured to handle MMP.

From time to time, as with many sites, there may be overload at the Miva Marketplace server. In such a case you may experience some delays in trying to make deposits or category listing changes.

## Third-Party Modules

A module is a file that "plugs-in" to your existing Miva Merchant store. It can provide additional functionality, or assist you in changing the look of the store. Think of a module as a software program for your computer. You can run your computer without additional software, but isn't it easier if you have programs installed that allow you to perform specific tasks?

Some third-party modules might include:

- A more detailed customer management system, which allows customers to view any previous orders and the status of shipping.
- Additional shipping methods, such as USPS calculations.
- A coupon redemption module that allows you to offer coupons to your customers.
- Various modules that enhance the look and feel and functionality of the store.

## What to Expect From Third-Party Developers

Since Miva Corporation has opened the doors for other companies and individuals to develop modules for Miva Merchant, several new features become available with each new version or upgrade.

However, since those creating these features are third-party developers, there are some points to consider. If you are totally green to the terminology discussed in this section, you should ask for help from a Miva Corporation Partner.

You'll find a list of certified business partners at the Miva Partner Program at http://www.miva.com/partners/

If you plan to hire others to install modules for you, or if you do not plan to purchase additional modules, there's no sense in reading the rest of this section. In fact, you can bypass this section altogether until you find a need to reference it.

► An expectation of some third-party modules is the requirement to edit the .mv files which keep Miva Merchant intact. This can become tedious (and sometimes dangerous) for those who do not understand Miva Script.

If you plan to purchase third-party modules that require modifications of any of the essential .mv files\*\*, you should consider paying for the developer to

install the module, or hire a different coder or developer to install it for you. Ideally, you shouldn't be touching these files at this point.

\*\*If you are using a compiled version of Miva Merchant, editing the .mv files is not possible.

► The ideal module will install itself, and will use the admin interface to allow you to customize the features. Unfortunately, since Miva Script is so complex, this type of development usually throws many hurdles in the developer's way. Just because some modules require additional work does not mean they are less superior. Some modules require some editing, but are less expensive than others with a more elaborate interface.

► Some developers may not adhere to Miva Corporation's API development guidelines, which were set specifically to avoid pitfalls in the operation and administration of Miva Merchant storefronts. Be sure to ask around, and ask each developer up front, if they follow the guidelines set forth by Miva Corporation. Better yet, check to see if they are a Miva Partner.

## Adding Third-Party Modules

The only installation we discuss in this book is that of a module that works directly with Miva Merchant. This type of module will require no coding, and no alternative interfaces.

It is recommended that you follow the Delete, Pack, Pack sequence (*see Chapter Seven: Store Maintenance*) before adding any additional modules.

## STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Modules** at the top of the menu.
- 2. Click the **Add Module** link.
- 3. Click the button to navigate your computer and find the module OR, enter the path to the module (i.e. modules/ui/xxx.mv), according to the directions that came with the module.
- 4. Click the **Add** button.

If there are any immediate configurations to be made, you should be prompted on-screen.

Any Third-Party Module you purchase should include instructions on how to use it, including which menus to use, and how to set the options. If you purchase a module that does not include such instructions, you should contact the developer or company you purchased it from immediately.

## Troubleshooting Third-Party Modules

Mistakes can be made, and not all modules will work with every store configuration. There are steps to take when problems are found. These help determine if problems occurred because of the module itself, or a confliction with other features in your store.

In most cases, even defective add-on modules will not "crash" a store. Since modules are usually snippets of code that allow for other functionality, they are not akin to installing a complete software program on a computer. Installation of modules does not change the core files of Miva Merchant. They simply "plug-in" and "call" information from Miva Merchant.

If you find a problem and cannot get immediate assistance, the easiest step to take is to unassign the module and/or uninstall it from the store. This way your store can continue to operate as usual while the problem is being troubleshooted.

Use this checklist to assist whenever problems with modules are found.

Problem Found	What It Means	Do This
Data Will Not Pack	The store's or the domain's data will no longer pack, returning an error.	If the module you installed is listed in this error, contact the developer, as there is a version or API problem.
No Changes Can Be Seen	After installing and activating the module, no changes were made to the store.	See if the module requires modifications of other files. If not, check with the developer. There may be a conflict with other modules.
No Other Changes in the admin area are Recorded	After installing the module you cannot make any changes in the admin area, including changing product prices or inventory.	If the module required a license key to be entered, enter it, or reenter the key.
Other Store Information is Missing; Shoppers Cannot Shop	Customers cannot click on continue or submit buttons, or data is continuously truncated.	The module may have incorrect coding that is causing other functionality to stop. Contact the developer.

## An Alternative User Interface

An alternative interface, called the **OpenUI**, was not created, nor is it supported, by Miva Corp., but instead by a group of independent developers.

The OpenUI has widely become an acceptable alternative method by various developers and seasoned Miva Merchant users. It is now being packaged with many third-party modules by participating developers.

In the back end of Miva Merchant, the OpenUI makes the module development and maintenance of the various files Miva Merchant needs to operate a simpler task for those really familiar with the interface. However, the OpenUI renders useless any modifications you may have had someone make to the mmui.mv file – one of the files that is essential to store operation. If you're a beginner and you're working with a new, clean store, chances are this won't apply.

A user interface is what controls how the store functions and, as a result, how it looks and feels. Thus, the term "Look and Feel." At the beginning we discussed the MMUI and the KCUI. The OpenUI is another "UI" one can use.

## What Is The OpenUI?

By default, Miva Merchant uses the Miva Merchant Look & Feel (MMUI). The mmui.mv is one large file that contains all of the core functionality coding in order for your store to operate as a store. Additional files, called modules, "plug in" to Miva Merchant, allowing other things to happen.

For example, the meremail.mv module tells Miva Merchant to send an order confirmation email to the merchant. The stdacct.mv module tells Miva Merchant to allow for the running and display of a batch report.

Third-party modules (modules created by developers other than Miva Corp.) must also "plug in" to Miva Merchant. However, under the MMUI *of non-compiled versions* of Miva Merchant, this usually requires coding changes. For example, in order to install a coupon redemption module, not only must the module itself be installed, but coding must be done to the MMUI file.

The OpenUI instead uses one core UI file and several supporting files. The OpenUI uses "hook points," which allows developers to create modules that "hook in" to Miva Merchant. Therefore, while a MMUI store will require coding for the Coupon module to prompt a user to enter the coupon code, the OpenUI version of the same module will "hook in." In layman's terms, the developer will have the coupon module tell the OpenUI where to display this information.

Since the OpenUI modules are using hook points, they can simply be installed to the store and used immediately requiring no additional coding to the core MMUI file. In fact, once the OpenUI is installed properly, the MMUI is no longer used.

## Benefits of the OpenUI...

The most prominent advantage of using the OpenUI is the ability to install stock features with little experience and not lose them when you upgrade.

With each new release of Miva Merchant - whether it be a complete upgrade or an update to an existing version - the MMUI file is overwritten. This means in order to keep any changes made to the store, someone will need to recode the new mmui.mv.

With the OpenUI, the changes will not be lost. This is because the OpenUI uses hook points to call features in. Now, the third-party module may have to be upgraded, but since there were no coding changes that had to be made to make the module work, there are none overwritten.

Note: Though no changes will need to be made to make the upgraded third-party modules function as described, any previously customized third-party modules may require additional work in order to "look and feel" the same as before. Also, anyone using a compiled version of Miva Merchant would not be able to make changes to the MMUI, so some of the scripting references would not apply.

Another advantage of the OpenUI is the several additional features that are available as modules. Many new "look and feel" modules are available only for the OpenUI. This is because any "look and feel" changes on an MMUI store will need to be hard-coded into the MMUI.

## **Overall Changes...**

The OpenUI does not make Miva Merchant itself look, feel or act any differently. In a straight-Miva Merchant store that includes no third-party add-ons, the same functionality available in an MMUI store is available in the OpenUI environment. The administrative area for Miva Merchant will also operate the same.

## **OpenUI Concerns...**

While there are advantages, there are also current and potential disadvantages of using the OpenUI.

• Voiding of Miva Corp. Support...

Since Miva Corp. did not create the OpenUI, it does not support the user interface. Therefore, if you need support Miva Corp. will first tell you to remove the OpenUI and other third-party modules in order for the support department to help you.

• Speed...

Some shared servers on shared hosting environments have noticed a decrease in the speed of the store after installing the OpenUI. This is due to several Miva Merchant sites being hooked into one Empresa engine (which is required to run Miva Merchant), and server not being configured to handle such multiple requests.

Generally, all stores will see a minute decrease in speed. In many cases this decrease is not enough to notice.

Also, stores that have scores of modules will notice more of a decrease than those with a few. This is due to the fact that more items need to be processed before Miva Merchant can return the page to the visitor. Again, it is usually not a major concern, but can be one on some shared hosting environments depending on the amount of traffic and server configuration.

If you have a concern about this, you should contact your host and ask for example sites that use the OpenUI.

### • Confliction...

Since the OpenUI uses "hook points" for nearly each specific task that is otherwise outlined in the MMUI, two modules that use the same "hook points" may conflict with each other. This depends on the module and the module developer.

More detailed information on using the OpenUI with third-party modules can be found at <a href="http://www.designextend.com">http://www.designextend.com</a>

# *Chapter Twelve* **Troubleshooting the Store**

Just like anything else in life, setting up a Miva Merchant store is not fool-proof. If you've followed each and every step in this book, and documented any specific settings needed, troubleshooting any issues should be fairly simple.

Here we will discuss some of the most common issues regarding basic Miva Merchant errors and mistakes. After each, we outline steps to take, in order, in hopes to resolve the issue.

## **Troubleshooting E-mail**

#### **ISSUE:**

#### The merchant (you) does not receive an e-mail when customers place orders.

- Check to make sure the Merchant Notification option is setup under Order Fulfillment Configuration.
- Check to make sure you are using the right Mail Server under Domain Settings. This is usually your hosting providers sendmail server. Check with your IHP.

## ISSUE: The customer does not receive e-mail confirmation of an order.

- Check to make sure you are using the right Mail Server under Domain Settings. This is usually your hosting providers sendmail server. Check with your IHP.
- Make sure the customer entered the right e-mail address.
- Ask the customer if there have been any other e-mail problems with his or her ISP, such as a full mailbox, or incorrect password.
#### **ISSUE:**

The customer or merchant e-mail does not line up – the information all runs together.

- Make sure you are not entering HTML in the e-mail field.
- Some e-mail clients auto-format e-mails their own way. There's not a lot you can do for the customers other than direct them to check their e-mail settings.

#### **ISSUE:**

#### Why isn't the payment information in the merchant e-mail?

• For secure transactions, the payment information can only be accessed by logging into admin. E-mail is not secure.

### **Troubleshooting Attributes**

#### **ISSUE:**

The customer sees the list of attributes, but no prices assigned to them until checking out.

When entering each attribute, type the additional amount (or total amount) in this field as well. The additional amount you signify in the additional cost field is not displayed on the product page.

#### **ISSUE:**

## Even though the attribute is not required, the customer is taken to a second screen, telling the customer that all attributes in **bold** are required.

By default, Miva Merchant will do this in case a customer failed to realize there were additional options.

## **Troubleshooting Availability Groups**

#### **ISSUE:**

Only the assigned customer sees the category of products. However, when anyone searches the store, the products appear in the search results list.

• Even if you assign a category, you must also assign the products to the availability group.

#### **ISSUE:**

The customer is logged in, but cannot see the items that have been assigned to the group.

- Make sure the customer is assigned to the group.
- Make sure the customer does not have two login accounts, one which might not be assigned to the group.

#### **ISSUE:**

#### The customer has lost his or her password.

- Instruct the customer to request, from the login page, for the password to be e-mailed.
- Reset the password in the admin area for the customer.

# **ISSUE:** The customer wants to close his or her account.

• Delete the customer from the customer accounts area in admin.

#### **ISSUE:**

# Other shoppers are being treated as if they logged in, and are unknowingly pulling up others accounts while they shop.

- Make sure you have not used any links for static web pages which include a session id.
- Make sure you follow the proper procedure if using Miva Merchant links on static web pages.
- Make sure there aren't two customers using the same computer to shop around and not check out.

## **Troubleshooting Category Pages**

#### **ISSUE:** I'm using subcategories, and the main category pages are completely blank. What should I put there and how do I do it?

The headers and footers feature in the Category section is perfect for this. You can hype products, or provide your own graphical links to those subcategories.

#### **ISSUE:** The category pages take forever to load.

How many products are displaying? If it's more than 10, try paginating the categories.

#### **ISSUE:** The category name is not right and needs to be changed.

You can change category names at the edit screen (click the name of the category under the Categories menu). You should not change the Category Code unless you will do so for all the products within that category.

## **Troubleshooting Secure Connections**

#### **ISSUE:**

When trying to check out the error "modules/ui/mmui.mv: Line 2802: MvDO: Runtime Error: Error opening 'lib/db.mv': No such file or directory" is received.

- The secure URL is not setup correctly. Check the domain settings for the mall.
- Check with your hosting provider to be sure you are using the right URL.

#### **ISSUE:**

## Customers are receiving the message: "SECURITY ALERT: name on site certificate doesn't match name of site."

- You are not using a secure certificate registered to you. You will probably have to purchase a certificate from VeriSign or Thawte.
- Check with your hosting provider to see if it offers certificates which signify you as the user.

#### **ISSUE:**

#### The order numbers are out of sequence.

• This can happen if expired shopping carts have not been removed. Remove expired shopping carts and pack the mall and store data files.

For additional support, Miva Corp. hosts a user-to-user support email forum, where you can ask questions and obtain responses via email.

If you do not care to receive several emails daily, you can hook up with other users and developers at <u>http://www.designextend.com</u>

## Appendix A Install & Setup for Version 4.x

If you obtained your license from a hosting company (as part of the hosting package), chances are Miva Merchant has already been installed on your server. It's also possible the setup process has either been partially completed for you, or that the hosting company will walk you through the process.

If Miva Merchant has already been installed, but Setup has not been run, then you'll need to skip ahead to the Setup process in this Appendix.

### Installing Miva Merchant

Installing Miva Merchant is actually a simple process, providing your hosting provider has given your domain the proper authorization to use the Miva Empresa server, and **providing you are familiar with FTP and directories**. If you are not, you should hire someone to install Miva Merchant for you.

Miva Empresa is what allows Miva Script to work on a server. Without it, your shopping cart program is useless. If your host does not provide Miva Empresa, you will need to find another host.

#### Downloading the Right Files

Once you purchase a copy of Miva Merchant from either Miva or a reseller, you should receive a registration number and an FTP address URL, plus FTP settings if you want to use FTP, and a password for downloading the file.

Essentially, you want to download the latest version. You'll find the latest release information at Miva's web site at <u>http://www.miva.com</u>

You can download an .exe file or a .tar file. The .exe file will extract the files on your computer, then you will need to upload them to your server. The .tar file can be uploaded to your server and can be extracted there. For .tar files, you need TELNET access and you need to understand TELNET. If you don't have it or don't understand TELNET, then use the .exe file.

#### Installing via .exe File

After downloaded the .exe file from Miva's site, you run it on your computer. Simply open the file and accept the defaults for installation, except at the last screen, it's best if you choose not to run the setup files (this is for using a local copy of Miva, and if you're a beginner, you won't be doing this yet).

The .exe will extract all the files to a directory on your computer (in Windows, this is usually C:\Program Files\Miva for PCs). All of the files in this folder need to be uploaded to your server.

#### STEP BY STEP

- 1. Connect to your server via FTP.
- 2. In the **html** directory (where your index.html file is located), create a new folder and name it Merchant2 (or anything else you'd like to call it by default most hosts name this Merchant2).
- 3. Open this **Merchant2** folder on the server you will be transferring files into this folder.
- 4. In ASCII mode, upload all of the .mv files into this directory (don't upload the other folders yet).



5. In ASCII mode, upload the entire **modules** folder.

Some FTP programs let you "drag and drop" files. If yours does not, you will need to create each of the subfolders and upload the proper files to each folder.

- 6. In ASCII mode, upload the entire **lib** folder.
- 7. In BINARY mode, upload the entire graphics folder.

#### Installing via the .tar File

The .tar file can extract on the server and create all the directories for you.

#### STEP BY STEP

- 1. In the **html** directory (where your index.html file is located), upload the .tar file in BINARY mode.
- 2. Connect via telnet to your server (see your hosting provider's instructions for this).
- 3. Navigate to the root directory which contains the .tar file.
- 4. Type the command: **tar -xvf filename** (the name of the .tar file) and press enter. The files will all extract to the proper directories.

## **Miva Merchant Setup**

The setup process will initialize the files on the server so you are able to create and configure your online store.

Usually, the setup file, setup.mv is located in one of two places on your domain:

<u>http://www.yourdomain.com/Merchant2/setup.mv</u> <u>http://www.yourdomain.com/cgi-bin/miva?Merchant2/setup.mv</u>

Note that if Miva Merchant is accessed via your cgi bin, some hosting companies name this directory simply cgi (rather than cgi-bin).

#### STEP BY STEP

1. In your browser's address bar, enter the URL for the setup.mv file. This will resemble something like:

http://www.yourdomain.com/Merchant2/setup.mv

If Miva Empresa is set properly for this domain, you will be prompted with a Welcome box.

- 2. Click the **Next** button.
- In order to proceed, you must accept Miva Corp.'s license agreement.

Check the "I Accept..." box and then click Next.

- 4. Enter the license key you were provided for this installation. If you are upgrading from a previous version with a clean install, be sure to check the Activate Upgrade License link and follow the instructions.
- 5. Enter your registration information. Be sure to include a valid email address so you will receive special



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notices about Miva Merchant updates to the software.

- 6. Click the **Next** button.
- 7. The next two screens will give you options for the proper URLs to use for the Miva Merchant store, the admin area, and the secure URLs. This information should be provided by your hosting company.

In most cases it will be the default selection for the standard URLs. For the Secure URLs, you must have an SSL certificate. If you do not yet have one, accept the default of "None," as this can be changed later.

- 8. In the Mail Server screen, you must enter the proper mail server for the server. This might simply be **mail.yourdomain.com** – but check with your host to be sure. Click **Next**.
- 9. You can tell Miva Corp. when and if you would like to be notified of software updates and patches, or security alert warnings. These notifications will be displayed at your admin's main screen.

We recommend that you at least select to be notified of security alerts and software updates.

- 10. Click Next.
- 11. You must choose a main default administrator for the



admin of the store. Be sure to choose a Username and Password you will remember as resetting these can be timely and costly.

- 12. Click Next.
- 13. Be sure to verify all registration information. Once complete, click the **Finish** button.

## *Appendix B* **Design Basics**

Besides creating and maintaining your store front, you will need to provide a home page, and possibly some other pages, for your visitors. Since the merchant.mv file is not accessed without a link (or a remote forward), you'll need an index page on your site. This page could simply refer (with either a link or an auto-forward command) to the merchant.mv file.

We'll be discussing some of the basic, yet important issues. We will not, however, go beyond the amount of HTML you need for headers and footers. If you are totally new to web design and HTML coding, we suggest either finding someone to design these pages, or visit some HTML reference sites, such as the Web Developers Virtual Library at http://www.wdvl.com

## Load Time Can Kill You

**Load time** is the amount of time it takes for a web page to load. Measured in seconds, the load time of a page determines who stays at your site and who leaves before ever moving past the first lines of text.

If your pages take a long time to load, you will lose customers. There is no argument to this. Someone will be happy to go elsewhere if it takes forever for your site to load.

It is your job to keep load time to a minimum. We cannot stress the importance of this issue, so we'll put it bluntly: load time has the ability to make or break your online venture.

There are other objects which contribute to the load time of a web page:

- Graphics & Images
- Java
- Frames
- Poorly written or complex cgi scripts
- Poor connection
- Slow server

The point is, essentially, you have nearly total control over how long your pages take to load. While you can't control someone's internet connection, you can control which host you use. If your host's servers are slow, talk about this with them. It's possible the server your site is on has been overlooked in the "speed" department.

#### How Quick Should It Load?

Ideally, visitors on a 28.8K modem should be able to access your pages within 12 seconds. Pages taking 20 seconds or longer to load lose a good portion of their visitors immediately.

Though this entire tutorial is for Miva Merchant, your site will include a home page, plus other pages you will create with HTML. Pay attention to using proper tags, and methods to keep the load time to a minimum.

#### Don't Assume...

Don't assume that all visitors are using a cable or DSL modem and the latest browsers. There are still many surfers on a 14.4K, Windows 3.1 and Netscape 2.0. It's likely, now, that they may fail to see a few layouts exactly as you wish, but they should be able to view every image, read every line of text, and access every feature of your site.

#### **Test Frequently**

If you plan to throw up your store and site, then walk away, well, you've got issues. A good designer or company will constantly test their site to make sure it's layout and design is pleasing to the eye, easy to navigate, and loads quickly (we'll have this hammered in by the end of this section).

There are utilities you can use to test your sites compatibility with load times, available browsers and HTML. You'll find a list at our site. Test your site often. Love testing your site. Learn to make testing your site a daily ritual.

## **Resolutions & Window Sizes**

Miva Merchant creates pages of your categories and products on the fly, and the pages will be sized in width and height according to the **resolution** a visitor's computer is set to use.

The resolution is the number of **pixels** the monitor will display. Images and web page widths are not measured in inches.

Essentially, a 14-inch monitor will display 640 pixels wide by 480 pixels high. A 15-inch monitor will usually display both the 640 x 480 plus 800 x 600 (the user can select their resolution). Most 17-inch monitors will display 640 x 480, 800 x 600, 1024 x 768 and some even higher.

What happens when a site designed for  $1024 \times 768$  is viewed on a 14-inch monitor? Chances are the visitor has to scroll from left to right in order to view the entire page. This is yet another setback many designers face.

Generally, most visitors can view at 800 x 600, but again, **we don't assume**. Thus, to make sure all visitors can access your site without having to scroll from side to side, you have two options:

#### Size your HTML pages to 595 pixels (or relative) wide.

You can use tables to do this.

#### - OR -

#### Make your HTML pages size according to the resolution.

If you visit a site like <u>http://www.amazon.com</u>, you'll find that if you shrink your browser window or change resolutions, you can still see the entire width of the pages, however, you may have longer pages, since less text can be displayed on each line. But you never have to scroll left and right (unless you shrink your browser down so small you wouldn't appreciate the pages anyway).

#### **Testing Different Resolutions**

Just like you should test your pages with more than one browser, you should also test them at different resolutions.

On Windows machines, you do this by right-clicking on the desktop, and choosing Properties. Click on the Settings tab, then move the sliding arrow for Screen Area.

Changing resolution on a Macintosh varies according to the version of the operation system. Latest machines include the ability to change the resolution right from the desktop. Older machines include control panels that will allow these settings to be changed. Check the owners manual for this information.

## **Images & Custom Graphics**

Obviously your store will include images of your products, and you'll likely want to include custom graphics (for buttons, headers, etc.). One of the biggest mistakes a web designer can make is to use images that are too large in either pixel size or file size.

#### Get a Graphics Program

You can scan till your heart's content, but if you don't have a decent graphics program, you're stuck. Using a program like FrontPage to size your images is not only bad habit, it's unprofessional. As well, most \$39.99 programs usually give you what you pay for.

If you only have a few images, or would rather have someone else manipulate images for you, then, by all means, hire someone. If you want to do it yourself, get a decent program. While PhotoShop is one of the top choices, it is also expensive (about \$600), but other, less expensive programs like PhotoPaint can also do the trick.

Do not rely on your scanning software alone to create awesome images for you. They seldom do, as it is not their job.

#### Scan it the Right Way

Here's where there's a lot of confusion and argument. Many scanners come with software that screams "anyone can do it!" Well, essentially, this is true. Just about anyone can and will scan images on even a \$29 scanner, and actually get a decent scan. However, the way you scan and the file types you use are key.

#### **Scan Resolution**

Most scanners are versatile in the resolution and size you scan. The myth among the ill-informed that the higher resolution you scan at the better the picture will look frustrates visitors and designers. While scanning at 300 dpi will allow your image to look great on printed paper, it won't make a noticeable difference on the Web.

Learn this, breathe this, live this: Monitors are designed to display 72 dots per inch (dpi). If you want to cram an image at 200 dpi into your web page, go right ahead. All it will do is increase the file size and increase load time of your page.

Translation: Scan for the screen! Most programs set this at 72 or 75 dpi.

#### Scan Size

Okay, we talked about the users who are still viewing at a resolution of 640 x 480. Keep this in mind when scanning and sizing your images. Since the Miva Merchant Look and Feel includes category listings on the left, that is called-for space (thus one of the reasons we said to keep your category names short). This leaves about 300-425 pixels left on the right side for your image if you are sizing for everyone.

We recommend keeping your full-sized product images at or below 300 pixels wide.

Don't worry if you scan larger than this, because you can always crop and size in your graphics program.

#### **File Types**

Each scanning program lets you save your images in either one or many file formats. The most common are:

- JPG
- GIF
- TIF (or TIFF)

And here's the breakdown:

JPG – used on the web for scanned images for clarity and file size.

 $\mathbf{GIF}$  – used on the web for computer-generated graphics (text buttons, etc.) for file size

TIF – used as a base image, which will be manipulated in your graphics program, then converted to either JPG or GIF

If you've got the knowledge and the software, we recommend scanning your images as a TIF, then converting to JPG in your graphics program. Why? Because when you save a TIF, make changes, then save again, you are not compromising clarity of the file.

The JPG format uses a compression process. When you save a JPG, then open it, make changes and save again, then again... you are compromising the clarity of the file. Try it, you'll see that the more you change and save, or size and save, the fuzzier the image gets.

#### Now, here's the tricky part about JPG vs GIF.

If you scan an image, after making changes, make it a JPG. If you make it a GIF, the file could be dithered, and the file size will be larger than that of a JPG. The only time you make a scanned image a GIF is if it is line art or a hard-edged logo.

If you create an image solely on the computer, make it a GIF. If you make it a JPG, the file size will likely be larger.

So, that's **JPG for scans** and **GIF for computer-created images and line art**. But, there's one other factor – **AOL**.

America OnLine (AOL) users will count for up to 60% (or more) of your traffic, depending on how your site is found (search engines) and your target audience. AOL uses a JPG compression in the software's program settings, and, believe it or not, most AOL 4.0 or lower users are used to seeing grainy or fuzzy images on the web, unless they know how to change the settings in their AOL software. Thus, another reason to use the GIF format for your computer-generated graphics.

You can get information on AOL issues in regard to web surfing to assist in your design at <u>http://webmaster.info.aol.com/</u>

**NOTE:** Many people use HP scanners. We've found that many of the latest lower-priced HP scanners scan best at 150-250 dpi. You will need to size these images down!

#### Those Digital Cameras

If you are planning to use a digital camera to shoot your products, keep a few things in mind:

- **Clarity is important.** Chances are that \$99 camera is not suitable for product images. Do a search for reviews at epinions.com or zdnet.com and buy a camera that will serve the purpose. You want crisp, clean images you can manipulate if need be.
- Lighting, lighting. Don't snap pictures in your kitchen with a 100 watt lightbulb. Find a very "white" area, use white light and shoot clean. You don't have to spend a lot of money, either. Taping a clean white sheet in the corner of the living room, and shining industrial lights or halogens at it can work wonders.
- **Surfing Overload.** The file size produced by most digital cameras will still be too large for your site. You will still need to manipulate file sizes.

Digital cameras are an excellent tool for your site, but read the manuals and join user groups for their use... you'll be producing top-notch images that can load fast in no time.

## **Fonts Galore**

There's a lot of talk about graphics when it comes to the Miva Merchant store, but not much about fonts. If you're set on producing a great looking store, pay attention to the fonts you use.

We'll make it clear up front: if you plan to use any of those fancy fonts you installed on your system because they just look so cool, forget them. We've found some fancy ones ourselves, but can never use them for the default fonts for *any* web site...



They're all some pretty neat typestyles – and we've got about 900 of them. But never, ever, use them as text fonts for your site. Such fonts should ONLY be used in images and graphics for the site.

Don't believe us? Read on...

#### To Use or Not To Use

Ah, the never-ending question amongst those in the beginning learning stages of web site design.

Essentially, there are only six fonts that should be called in any HTML file. They are:

## Times – Times New Roman Arial – Helvetica Tahoma - Verdana

Times New Roman is called by PC users; Times is called by MAC users. Arial is PC; Helvetica is MAC. Verdana and Tahoma are PC.

The "Times" fonts are standard on nearly very computer. So is "Arial" and "Helvetica." The "Verdana" and "Tahoma" fonts were introduced in the past few years to PC users, and have become a standard for many sites.

Thus, if you want to use other typestyles, consider using them only as heading graphics.

Here's some common pitfalls of new web-builders, or, those who want to do it all themselves but aren't sure how to do it...

**It hurts my eyes!** Believe it or not, sites that use any non-standard font as it's default text is creating a cumbersome read. The font might be the best looking ever, but if it's not one we're used to reading, we can't handle it.

**My Default Display...** Consider this. That awesome font you're calling isn't installed on our machines, so guess what we see? A default font set by our browser... which could be a Times, Arial or Tahoma family font.

**Journalism 101.** There's a reason the standard styles for newspapers hasn't changed in centuries. We can read the pages! Every newspaper uses a serif font for it's standard text. Why? Because it flows well... we can read it! It's the same type of font we see in books.

#### Assigning Fonts

As any font not installed on the visitor's computer will not be viewed, we want to make sure the site will look as close as possible to our customers as we see it. If we don't follow proper assignments, the browser's default font is seen. This is why we use the multiple font face tag.

#### <FONT FACE="Arial, Helvetica">

This tells the browser that if the Arial font is not installed, display the Helvetica font. That's perfect, because nearly all PCs have the Arial font and nearly all MACs have the Helvetica font.

#### <FONT FACE="Tahoma, Verdana, Arial, Helvetica">

This tells the browser that if the Tahoma font is not installed, display Verdana; if the Verdana font is not installed, display Arial; and if Arial is not installed, display Helvetica. We've pretty much covered our bases here.

#### <FONT FACE="Times, Times New Roman">

This tells the browser that if the Times font is not installed, display Times New Roman.

# When assigning fonts, always place the favored font first. The browser will search each, from left to right.

#### **Using Font Tags**

If you supply no font tags, then the browser's default font will be displayed (usually Times or Times New Roman).

Font tags must be closed with </FONT>, and reside around the text they are assigned to. Example:

#### <FONT FACE="Arial, Helvetica">This is the text inside the tag.</FONT>

The tags are used for the HTML files you may create. In the Miva Merchant admin area, you will just enter the names of the fonts, separated by commas.

#### Font Sizes

The font size also plays a large role. The larger the font, the easier it may be to read, but you need to also consider the layout of the pages.

By default, Miva Merchant assigns a size of -2 to the Category Tree fonts.

-2 is about this small

Can you read that with little to no effort? If so, then your eye doctor probably despises you because you won't be spending lots of money on glasses this year.

A generic font size for fonts like Arial, Helvetica and Verdana is -1.

-1 is about this size

That's a little better, and usually adequate for lists of information and short paragraphs.

While many sites implement the -1 size, they have decided to use a +1 size for the Category Tree.

#### +1 is about this size

This is a larger size, and just about anyone should be able to read it with no problems.

The font size tag looks like this:

#### <FONT SIZE="-1">

Or, you can combine it with the font face tag:

#### <FONT FACE="Times, Times New Roman" SIZE="+1">This is the text inside the Font tag.</FONT>

Keep in mind, however, that with the Category Tree, the larger the font size, the more room the tree takes on the page.

Basically, if you only have a handful of categories, you can use +1 as a size. Otherwise, you should use -1 for long listings.

For additional information on font sizes and how they affect your HTML pages, you should visit the WDVL, an HTML standards and tutorial site, at <u>http://www.wdvl.com</u>

## The Very, Very Basics of HTML

If you're planning to really *design* your own pages, then look no further. Run to the bookstore and pickup an HTML manual. You'll need to learn the language.

Here we provide just a handful of tags you can use when creating your headers and footers for your Miva Merchant Store. These are standard tags and require no special coding.

We've already learned the FONT tags in the previous section. That was the hard part.

All tags explained here use an open and end tag. This means once you use the opening tag, you need to include another tag (the same with a / ) to close the tag.

The following table outlines the basic tags you can use in your headers, footers and store welcome message.

ACTION	OPEN TAG	CLOSE TAG	EXAMPLE
BOLD	<b></b>		<b>Bold The Text</b>
ITALIC	< >		<l>Italicize The Text</l>
UNDERLINE	<u></u>		<u>Underline The Text</u>
CENTER	<center></center>		<center>Centers Text</center>
PARAGRAPH	<p></p>		<p>This is paragraph one.</p>
			<p>This is paragraph two.</p>
LINE BREAK	 	NONE	This is the text on line one.  This text is on very next line (no paragraph).
EXTRA SPACE		NONE	This is a command to put extra spaces between words. By default, HTML reads ONE space between words, even if you hit the space key several times.

#### **Referencing Other Files**

Chances are you will have other HTML files that explain store procedures. These files might include ship cost information, pricing, privacy issues and contact information. These files will most usually end in either .htm or .html and referencing them will open them for the visitor to see.

The HREF tag is used to reference these files.

#### <A HREF="shipping.html">Read Shipping Info</A>

This tag will look in the Merchant2 directory for a file called shipping.html

Notice that the <A HREF= calls the file name, and then closes with >. After the text you want linked is typed, the closing tag is </A>.

If the file is located somewhere else, you'll need to put the location in the tag.

#### <A HREF=<u>http://www.ourdomain.com/about.html</u>>About Our Company</A>

This will provide a link labeled About Our Company, and will take the visitor to the about.html on our domain.

#### **Inserting Images**

If you want to insert graphics or product images, you'll need to use IMG tag. You will also need to know the location of the file.

#### <IMG SRC="image.jpg">

This tells the file to look in the current directory (such as Merchant2) for the file image.jpg.

Chances are, however, your images will be located elsewhere, such as on your domain (in no folder), in a folder on your domain, or in the graphics/00000001 directory (for product images).

#### <IMG SRC=<u>http://www.ourcompany.com/mass.gif</u>>

Calls the masthead file from our site.

#### <IMG SRC=<u>http://www.ourcompany.com/support/supphead.gif</u>>

Calls the support graphic from the support directory on our site.

#### <IMG SRC="support/supphead.gif">

Calls the support graphic from the support directory on our site, **but only** if this tag is in a file located on the root of our domain. This will not work for the headers, footers and storefront welcome message, or any other files in the Merchant2 directory.

#### <IMG SRC="graphics/00000001/image01.jpg">

Calls a specified image from the graphics directory. Notice that we didn't include the Merchant2 directory – because we are already in that directory.

#### Hyperlinking Images

You can make images link to other files or product pages using both the IMG and the HREF tags.

#### <A HREF=<u>http://www.ourcompany.com/about.html</u>><IMG SRC=<u>http://www.ourcompany.com/mass.gif</u>></a>

If you enter this into an HTML file and open it in a browser, you will see the DesignExtend logo, and it will be linked to our about.html page.

Using the HREF and IMG tags together is the same as using them alone. The IMG tag is inside the HREF tags, just as text could also be there.

#### **Referencing Your Store**

You can link to your own store by using the HREF tag:

<A HREF=<u>http://www.yoursite.com/Merchant/merchant.mv</u>>Enter the Store</A>

Or, you can enter any other path to your store. For example, if we want to reference you to the Garth Brooks – Star Profile CD in our demo store, we can either get the link in the admin area by clicking on the 🕮 button, or we can navigate to the product in the store, and copy and paste the link.

The proper link would be:

#### <A

HREF=<u>http://www.ourcompany.com/Merchant/merchant.mv?Screen=PROD&Stor</u> <u>e\_Code=manual2x&Product\_Code=GARTH01&Category\_Code=CY</u>>Garth Brooks – Star Profile</A>

Don't worry if the tag runs over lines or looks like it's broken apart. It will be fine.

## Appendix C Payment Gateways

In order to accept credit cards at your online store, you need to have a merchant account. You may also *choose* to have charges approved real-time (as orders are placed), instead of manually processing credit card charges yourself. For this you need a payment gateway.

If you are planning to process all charges yourself, offline, you do not need a payment gateway. Payment gateways are services aside from a merchant account.

Miva Merchant comes with various modules to work with several payment gateways.

You are not required to use any of these payment gateway companies. Other companies are available. However, at this time, these are the only ones supported by Miva Merchant Modules which are packaged with the store license.

The setup for each is different.

	Authorize.Net Payment Services v3.0
	E-Commerce Exchange/QuickCommerce 3.0 Payment Gateway
V	Check Payment
	COD
	Moneris e-SELECT Payment Service
	GlobalCommerce Payment Gateway
	CyberSource ICSv2 Payment Services
	Cardservice/LinkPoint Payment Gateway
	Credit Card Payment With Simple Validation
	Paradata Payment Service
	Verisign Payflow Link
	Verisign Payflow Pro (PaymentNet)

### Authorize.Net

After setting up your merchant account and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the Authorize.Net Payment Services box.
- 5. Click the **Update** button. This will reload this screen and put an Authorize.Net Payment Services link above the list.
- 6. Click the Authorize.Net Payment Services link.
- 7. Enter the information as necessary:

Login ID:	testing	
Password:	yololololok	
Authorize.Net URL:	https://secure.authorize.net/gateway/transact.dll	
Charge Method:	Online (Automatic Capture) Offline (Authorize Only, Capture Later)	
	Store Entire CC Number	
	🗷 Test Mode	
Available Payment Methods:	🗖 Electronic Debit 🔽 American Express	
	🔽 Discover 🔽 MasterCard	
	🔽 Visa	

**Login ID** – the login supplied to you

**Password** – the password supplied to you

Authorize.Net URL – the secure URL provided to you for processing

Charge Method – you can opt to authorize and capture the card or authorize only

You can also choose to Store the Entire Credit Card Number

Test Mode is for testing orders only – you will be supplied with a test card number

Available Payment Methods – the payment methods your business is authorized to accept

8. Click the **Update** button.

## E-Commerce Exchange/QuickCommerce 3.0

After setting up your merchant account and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the E-Commerce Exchange/QuickCommerce 3.0 box.
- 5. Click the **Update** button. This will reload this screen and put an he E-Commerce Exchange/QuickCommerce 3.0 box link above the list.
- 6. Click the E-Commerce Exchange/QuickCommerce 3.0 link.
- 7. Enter the information as necessary:

Login ID:	testing
Password:	Acticications
Quick Commerce URL:	https://secure.quickcommerce.net/gateway/trans
Charge Method:	<ul> <li>Online (Automatic Capture)</li> <li>Offline (Authorize Only, Capture Later)</li> </ul>
	□ Store Entire CC Number ▼ Test Mode
Available Payment Methods:	Electronic Debit 🗹 American Express
	Discover     Image: MasterCard
	🗹 Visa

8. Click the **Update** button.

### **Cardservice International**

After setting up your merchant account and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the Cardservice/LinkPoint Payment Gateway box.
- 5. Click the **Update** button. This will reload this screen and put an Cardservice/LinkPoint Payment Gateway link above the list.

6. Click the Cardservice/LinkPoint Payment Gateway link.

Payment Configuration		
Modules Cardservice/Links	Point Payment Gateway	
Configuration File:		
Server:	secure.linkpt.net	Port: 1139
Key File:		_
Type of Transaction:		
	I Store Entire Credit Card #	
	In Test Mode	
Available Payment Methods:	🔽 American Express 🔽 Diner's Club	
	P Discover P MasterCard	
	₽ VISA	

7. Enter the information as necessary:

Configuration File – the reference supplied to you

**Server** – the secure URL – secure.linkpt.net

Port – the secure port (number) supplied to you

Key File – the digital certificate supplied to you

**Type of Transaction** – you can opt to pre-authorize and post-authorize cards, or submit all transactions as actual sales

You can also choose to Store the Entire Credit Card Number

Test Mode is for testing orders only – you will be supplied with a test card number

Available Payment Methods – the payment methods your business is authorized to accept

8. Click the **Update** button.

#### Configuring The Server

After obtaining your Merchant ID and digital certificate from Cardservice International, you'll need to configure your server.

To do this, FTP to your server and find the mivadata or htsdata directory. If you cannot find, or cannot access this directory, you need to contact your hosting provider, as some setup the files a bit differently.

Inside this main data directory, create a new directory (folder; subdirectory) called **LinkPoint**. Then upload the parsed digital certificate file in this folder.

## Moneris e-SELECT

After setting up your merchant account and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the Moneris e-SELECT Payment Service box.
- 5. Click the **Update** button. This will reload this screen and put a Moneris Payment Services link above the list.Click the **Moneris Payment Services** link.

Account Token:	195325FCC230184964CA	
Funds Capture Method:	€ Full Sale             C Auth / Capture	
Payment Methods:	🗹 American Express	🗹 JCB
	🗹 Diners Club	🗹 Discover
	🔽 MasterCard	🗹 Visa
Moneris e-SELECT Payn	nent Service Configuration Instructions	

6. Enter the information as necessary:

Account Token – the ID supplied to you

Funds Capture Method – full sale or delayed capture

**Payment Methods** – the payment methods your business is authorized to accept

7. Click the **Update** button.

## CyberSource

After setting up your merchant account and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the CyberSource ICSv2 Payment Services box.
- 5. Click the **Update** button. This will reload this screen and put a CyberSource ICSv2 Payment Services link above the list.
- 6. Click the **CyberSource** link.

Payment Configuration	n	۲
Modules CyberSource ICS	v2 Payment Services	
Merchant ID:	ICS2Test	
URL to ICSv2 Gateway:	http://ics2test.ic3.com	
Currency for Transactions:	USD	
Available Payment Methods:	<ul> <li>Store Entire Credit Card #</li> <li>American Express I Diner's Club</li> <li>Discover I MasterCard</li> <li>Visa</li> </ul>	

8. Enter the information as necessary:

Merchant ID – the ID supplied to you

URL to ICSv2 Gateway - the URL supplied to you

**Currency for Transactions** – USD is US Dollars, contact CyberSource for other currency abbreviations

You can also opt to Store the Entire Credit Card number.

Available Payment Methods – the payment methods your business is authorized to accept

9. Click the **Update** button.

## **Verisign Payflow Pro**

Verisign Payflow Pro offers a cost effective way to use an existing merchant account with Miva Merchant. It will work with nearly any Internet-enabled merchant account.

After setting up your merchant account (if you don't already have one) and creating your store, you can configure your store for payment processing.

\*\* We rate this system as one of the best for security encryption. You can get more information at http://www.designextend.com \*\*

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the Verisign Payflow Pro box.
- 5. Click the **Update** button. This will reload this screen and put Verisign Payflow Pro link above the list.
- 6. Click the Verisign Payflow Pro link.
- 7. Enter the information as necessary:

User ID:		_
Password:		
Host:	test.signio.com	Port: 443
Proxy Address:	[	Port: 443
Proxy Logon:		_
Proxy Password:		
Available Payment Methods:	🗸 American Express 🗸 Diner's Club	
	P Discover P JCB	
	P MasterCard P Visa	

**User ID** – the ID supplied to you

**Password** – your password for the service

**Host** – the host address for authorizing charges; this has been changed to connect.signio.com (and test at test.signio.com)

Port – this should be set to 443

**Proxy Address** – optional, for use with a proxy server

Proxy Password - optional, for use with a proxy server

Proxy Logon - optional, for use with a proxy server

You can opt to Store the Entire Credit Card number.

Available Payment Methods – the payment methods your business is authorized to accept

8. Click the **Update** button.

# **Verisign Payflow Link**

Verisign Payflow Link offers a cost effective way to use an existing merchant account with Miva Merchant. It will work with nearly any Internet-enabled merchant account.

Payflow Link takes shoppers out of the Miva Merchant system to a secure payment area at VeriSign's site.

After setting up your merchant account (if you don't already have one) and creating your store, you can configure your store for payment processing.

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the Verisign Payflow Link box.
- 5. Click the **Update** button. This will reload this screen and put Verisign Payflow Link above the list.
- 6. Click the Verisign Payflow Link link.

User ID:	
Password:	
URL:	https://payflowlink.signio.com/paylinks.dll
Type of Transaction:	<ul> <li>Authorize Capture</li> <li>Authorize Only (Capture later)</li> </ul>
Available Payment Methods:	🗹 American Express 🔽 Diner's Club
	🔽 Discover 🖉 JCB
	🗹 MasterCard 🗖 TeleCheck
	🗹 Visa

- 7. Enter your username and password.
- 8. Check off the various credit cards you will be accepting.
- 9. Select to either Authorize Capture (capture the sale right away) or to Capture the sale later.
- 10. Click the **Update** button.

## **Global Commerce**

After setting up your merchant account (if you don't already have one) and creating your store, you can configure your store for payment processing.

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the **Global Commerce** box.
- 5. Click the **Update** button. This will reload this screen and put Global Commerce link above the list.
- 6. Click the **Global Commerce** link.

Account ID:	TESTO	
Account Sub-ID:		
URL to GlobalCommerce:	trans.atsbank.com/cgi-bin/ats.cgi	
	🗖 Store Entire Credit Card #	
Charge Method:	<ul> <li>Auth &amp; Capture when order is placed.</li> <li>Authorize when order is placed, Capture later. (</li> </ul>	(Book and Ship)
Available Payment Methods:	🔽 American Express 🔽 Carte Blanche	
	🔽 Diner's Club 🔽 Discover	
	<ul> <li>✓ Electronic Check</li> <li>✓ MasterCard</li> <li>✓ VISA</li> </ul>	

- 7. Enter you're your account ID, Sub-ID, and the URL provided to you.
- 8. Check off the various credit cards you will be accepting.
- 9. Select to either Authorize Capture (capture the sale right away) or to Capture the sale later. You can also opt to store the entire credit card number.
- 10. Click the **Update** button.

# **Paradata Payment Service**

After setting up your merchant account (if you don't already have one) and creating your store, you can configure your store for payment processing.

#### STEP BY STEP

- 1. In the admin area, click the  $\blacktriangleright$  next to **Stores**.
- 2. Click the  $\blacktriangleright$  next to your store's name.
- 3. Click the **Payment Configuration** link.
- 4. Check the **Paradata** box.
- 5. Click the **Update** button. This will reload this screen and put Global Commerce link above the list.
- 6. Click the **Paradata** link.

Account Token:	195325FCC230184964CA	
Funds Capture Method:	Full Sale C Auth / Capture	
Payment Methods:	🗹 American Express	🗹 ЈСВ
	🗹 Diners Club	🗹 Discover
	🔽 MasterCard	🗹 Visa

7. Enter the information as necessary:

Account Token – the ID supplied to you

Funds Capture Method – full sale or delayed capture

Payment Methods – the payment methods your business is authorized to accept

8. Click the **Update** button.

# The KoolCat Look and Feel

Most new stores don't use the KoolCat Look and Feel, but Miva Corporation continues to support its initial design and functions for the sake of those who upgrade to 2.2x.

Many new users try this Look and Feel to see if it will suit their needs. Most, however, end up using the Miva Merchant Look and Feel.

If you plan to implement this Look and Feel, you'll need to take note of some different features (and lack thereof) from the Miva Merchant Look and Feel.

NOTE: If you change the Look and Feel for your store, you will lose settings! Make a backup of all your files (on the server) in case you want to change back.

### The Look and Feel In a Nutshell

The KoolCat Look and Feel is very basic, and requires customers to select to either Browse or Search the catalog.

Inter	net Exp	lorer						
<u>H</u> e	lp							
) esh	Home	Q Search	Favorites	3 History	In the second s	<b>S</b> Print	1297 E dit	•
m/Me	rchant2_1	1/merchant.	mv?Screen	=SFNT&Sto	re_Code=	⊧kcat		
	We	lcon	ne to	Ple		bolC ke a selec Searc	tion:	Sample Store

This is the first page of the Miva Merchant store when using the KoolCat Look and Feel.

# **Categories & Products**

The KoolCat Look and Feel uses categories as with the Miva Merchant Look and Feel. However, attributes are not allowed for any of the products – only images.

Also, the standard layout features are not the same, as shown here.



Instead of a listing of products, KoolCat lists the items in a table, and includes the product thumbnail, price and a Buy 1 Now link. The customer has to click on the thumbnail or product name in order to access the product information and quantity button.



# **KoolCat Administration**

The administration area for the KoolCat Look and Feel is similar to that for the Miva Merchant Look and Feel. Basically, you can include the same features, such as customer accounts and price groups.

Edit Store: Kool Cat Sample Store						ی د
License	Identification	<u>Owner</u>	Settings	Layout		
<u>State Based Sales Tax</u>	<u>Messages</u>	<u>Colors</u>	Headers & Footers	Customer Accounts		
Catalog Main Page Hea	ider:				DO	¥
Catalog Main Page Foo	ter:				GET POST	
Customer Login Header	r.				DO	_
Customer Login Footer:					DO	٣
Edit Customer Header:					DO	Ŧ
Edit Customer Footer:					DO	۳
Create Customer Head	er:				DO	٣
Create Customer Foote	r.				DO	۳
Basket Contents Heade	er:				DO	۳
Basket Contents Foote	r.				DO	۳
Outer and Outertine Use					Ino	10

However, the way KoolCat handles Headers and Footers is different.

Instead of entering the **Header and Footer** information in the administration area, you need to create files Miva Merchant will call. These are HTML files that will include your header/footer information.

For example, if you want to place a header on the Catalog Main Page, you need to create an **HTML** file (you can name it catmain.html). Then you need to place this HTML file in a directory on your server.

In the Header line (shown above), you'll type the full URL to the file (i.e. <u>http://www.yoursite.com/Merchant2/catmain.html</u>), then select **GET** as the command. This will take the catmain.html file and place all the information in the header for the Category Main Page.

The DO command allows you to reference a directory from the root of the server; the POST allows you to run advanced operations. Chances are you won't use either of these at this time, and the operations go beyond the scope of this tutorial.

# 4.x Wizards

This section provides instructions for invoking Miva Merchant 4.x Wizards to carry out simple tasks.

If you will be the administrator of the store, it is suggested you also learn to implement changes and setup products, categories and other features other ways as well. The Wizards are designed to assist in the creation of a basic store without any real customization. Nonetheless, they can be useful in further understanding all the things Miva Merchant can do.



# Simple Administration Mode...

Miva Merchant 4.x includes two administration modes. Throughout this book, we did everything in the Advanced mode. We did it the long way so we could understand HOW Miva Merchant works rather than just how to perform the mere basic tasks.

By default, Miva Merchant starts in the Simple Administration mode. We've included this near the end for two reasons:

- 1. Those building their own store really need to understand how Miva Merchant works, rather than just how to perform a quick task.
- 2. Others working on the store who may only need to use this mode can simply turn to one section in this book.

At the bottom of your admin menu, there is a link to <u>Switch to Simple</u> <u>Administration Mode</u>. Go ahead and click it now.

merchant 4	va Merchant v4.12 Simple Administration	Switch to Advanced Administration Logaut
<ul> <li>I. Welcomed</li> <li>Create Store Wizard</li> <li>Configure Store</li> <li>Add Categories</li> <li>Add Categories</li> <li>Add Attributes</li> <li>Configure Payment</li> <li>Configure Shipping</li> <li>Adfiliate Configuration</li> <li>Add Affiliates</li> <li>Order Fulfilment Configuratio</li> </ul>	get your store up and running quickly, ar Merchant. The tasks on the left indicate task with a checkmark. A gray link indic associated task has been completed. At a basic description of the essential featu To begin please press the continue butto	interface leads you through a series of tasks to nd allowing you to become familiar with Miva your current task with an arrow, and completed ates a task that is not available until an t each task, a wizard loads and provides you with ares needed for your store to operate property.
9. Configure Look & Feel M. Einished The Simple Admin r takes you through t basic tasks.		Check For New Notifications Now

The **Simple Administration Mode** utilizes **Wizards** to move you through the initial tasks of building your store.

NOTE: If you already created your store through the Advanced Administration, you will not be able to use the Simple Administration to Configure the Store. However, all

the Wizards listed (Add Categories, Add Products, etc.) are also available in the Advanced Administration mode. For this reason, we move back to the Advanced Administration mode.

# Click the Switch to Advanced Administration link at the top left of the screen.

# **Setting Store Properties**

After creating the store, you will be returned to the administration area, where you will now find additional options in the right-hand screen.

If you leave this area and want to return, click the Main link in the admin menu.

<b>Miva Merchant v4.00</b> Miva Engine v3.5001 There were 0 failed login attempts since your last login.			Storefront Development and Management System		
Miva Merchant Quick Start					
Domain Name: mvme	erchant.com				
Domain Notifications					
No Current Notifications Present					
The most common tasks may be	accomplished using Wizards. To evoke a Wizard	, click the icon a	bove the desired Wizard.		
	Miva Merchant 4.x reveals a quick Statistics listing, telling you how many customers visited your store, how many pages they hit, how many orders they placed, how many products sold, and a total revenue count.				
	Create Store Wizard				
Store Name: mymerc	hant.com				
Store Notifications		Statistics	Reset Statistics Last Reset on: 07/21/2001		
Contact Manager: 1 Orders Pending: 20		Hits:	2623		

By scrolling down this main screen, you can view and use the Miva Merchant 4.x Wizards...



Each of these Wizards will assist you in setting the properties for your store. We'll be working through each one.

# Look & Feel Configuration Wizard

This Wizard provides some basic template designs for your store.

- 1. In the Main window, click the Look & Feel Configuration Wizard image or link. A new window will open.
- 2. Click the **Next** button.
- 3. Select any of the four template designs shown, or opt to keep the current settings (how your store looks right now).
- 4. Click the **Next** button.
- 5. If you want to create the store's welcome message, click the **Build Introductory Message** button.



Otherwise, click Next.

6. Click **Finish**.

You should now view your store to see the changes. The color scheme and navigation buttons will follow the template. No other changes will be apparent here.

You are not limited to just these "looks" for your store. There are many third-party modules available that will enhance the Look & Feel of your store.

# **Shipping Configuration Wizard**

This wizard will assist you in setting up the proper shipping methods and a means to configure the cost of shipping. You can have more than one shipping method assigned to your store.

# NOTE: The Deutsche shipping methods are for German users and we will not cover them in this tutorial.

To select any of the configurations, click the **Shipping Module** pull-down menu, and select from the list. **There are six options included with the Miva Merchant 4.x package.** They are covered in list appearance order on the following pages.

To use the Shipping Configuration Wizard, you need to click its link in the Main admin, then select the method you would like to use.



#### Weight Table Based Shipping

#### STEP BY STEP

- 1. In the admin area, click the **Shipping Configuration Wizard**.
- 2. From the pull-down menu, select Weight Table Based Shipping.

EX

- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. Enter a **Handling** charge (if applicable). This is the base amount you charge for shipping aside from the actual shipping charges.
- 6. Click the **Next** button.
- 7. Enter the first **Ceiling** for the weight.
- 8. Click the **Next** button.
- 9. Enter the **Rate** for shipping up to the weight you first entered (in this example, we entered 1.00 on the ceiling and 2.50 for the rate, signifying all packages up to 1 lb are charged \$2.50 shipping).
- 10. Click the Add Additional Row(s) button to add the next configuration.
- 11. Continue steps 7 10 until you have added all configurations.

		rdets shipped using this method. This ch I handy when you are ettering weight an	
		and to add a charge to cover the cast of	
Pieses ortei	a handling charge if desired		
tandling:	<u>joon</u>		
Creaser	1		Tiest

Restart | Chose

Here's how we finish our configuration (right). We have a handling charge of \$3.00 for standard shipping. Up to 1 lb is \$2.50 shipping, and up to 2 lb (1.1 lb to 2.0 lb) it is \$3.20, and up to 3 lb it is \$4.30 and so on. We keep adding ceilings until we reach a maximum weight.

	Restart   Clean
Shipping Bethod	Handling Celling Rate
Test 1	3.00
	2.00 3.20
Each row of the table has a ceiling. The ceiling is the highest weight the eximple, if you charge \$7 shipping for orders weighing from 2 to 4 pounds would be 4. (the Toor' is assumed to be the ceiling of the previous row)	
Enter a "#" for the ceiling to indicate all values over the highest listed cells	na
Please onter the calling value for the next row.	
Ceiling: [100	
Previous	Next

- 12. When done, click the **Next** button.
- 13. Confirm the information, then click the **Finish** button.

#### **Quantity Based Shipping**

This method allows you to charge the customer shipping based on the number of items they order. This is ideal for stores where everything carries a similar weight, or if you want to charge just a standard ship cost for each item.

#### STEP BY STEP

- 1. In the admin area, click the **Shipping Configuration Wizard**.
- 2. From the pull-down menu, select **Quantity Based** Shipping.
- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. Select whether you want to charge by **Standard** or **Progressive** means.

#### Standard:

Each item will be charged the same amount of shipping

#### **Progressive:**

Ranges of items will be charged differently, but still per item. For example, you can set a range that if 1-3 items ordered is \$1.00 shipping per item. If 4-7 items are ordered, then the charge is \$1.00 each for the first three, and \$.75 each for the next four, and so on...

- 14. Click the **Next** button.
- 15. Enter the **Floor** of the range of items. The Floor is the lowest amount of items that can be ordered for the shipping to calculate this way.

For Standard, this will be "1." For Progressive, it will be "1" for the first range, but subsequent ranges may change. Read through this section for additional tips.

Shipping m ranges.	thod Quantity Based currently has no	
	r a range is the lowest number of products into the range.	
Floor:	1	
Previous	Next	l

- 16. Click the **Next** button.
- 17. Enter the **Ceiling** of the range of items. This is the highest number of items that can be ordered for this range of calculation.

For Standard, a + can be used to signify that all items are charged on a per item basis. For Progressive, it will be the number of items which will carry this "charge per item" cost.

- 18. Click the **Next** button.
- 19. Enter the **Rate** for each item. If you charge \$1 shipping per item, then enter 1.00 here. **Do not include any \$.**
- 20. Click the **Next** button.
- 21. Confirm the shipping method. If you need to make changes, click Previous. Otherwise, click **Finish**.

Shipping Module	: Quantity Based Shipping	
Shipping Method	: Quantity Based	
Mode:	Standard	
Range(s):	1+: 1.00/item	
Previous		Finish

#### Figuring Quantity Based Ship Costs

Quantity Based shipping can be confusing, because you first have to figure out how much per item you will charge. The following example should help you better understand the **Progressive** function.

Let's say you sell crafted keychains for \$6 each. You want to charge a minimum ship cost of \$2 for one keychain, and \$.75 for each additional one, up to 9 keychains. Furthermore, if a customer buys 10 keychains or more, you only want to charge \$.25 per keychain above 10.

You will need three ranges and two shipping methods for this to work:

**First Method:** Item Range 1-1 is \$2.00 Item Range 2-9 is \$.75 Second Method: Item Range 10+ is \$.25

This will mean if the customer buys just one, the ship cost is \$2.00; if he buys two, the cost is \$2.75; if he buys three the cost is \$3.50; and so on. If the customer purchases 10 key chains the charge will be \$2 for the first, plus \$6.00 for the next 8, and \$.25 for the  $10^{\text{th}}$  (total of \$8.25).

Once you add the first shipping method, and name the first range (1-1; 2.00), you need to click on Add Additional Range(s) to add the second range (2-9; .75) for this method.

Then you will create a new ship method, choosing Quantity Based: Progressive, and will name just one range (10+; .25).

Method	Prog. Floor C	Ceiling Am	ount/Unit
Keychains	4		
	1	1	2.00
	ed by the number of item	is that fall i	nto the
range to calculate t	he shipping costs.		
Rate: .75	he shipping costs.		
-	he shipping costs.		

#### Minimum or Weight Shipping

This method allows you to charge by weight, but name a minimum ship cost amount. For example, if you ship only by US Priority Mail, then you want to charge per pound, with a minimum charge of \$3.20 no matter what the weight.

- 1. In the admin area, click the **Shipping Configuration Wizard**.
- 2. In the pull-down menu, select Minimum or Weight Shipping.
- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. Enter the amount per unit (by default this was set as pounds when you setup the store; you can use ounces if you prefer).
- 6. Click the **Next** button.
- 7. Enter the minimum ship cost (such as \$3.20, even if the item only weighs one pound).
- 8. Click the **Next** button.
- 9. Confirm your settings and click **Finish**.

You have now entered all the information which is required to configure your shipping method(s). Please review the nformation below, then click the <b>Finish</b> button to save your settings.		
Shipping Module:	Minimum or W	/eight Shipping
Shipping Method:	Minimum Weight	
Amount/Weight Uni	t: 1.00	
Minimum Charge:	3.20	
Previous		Finish

#### Flat Rate Shipping

This ship method will apply a flat ship cost to any order. For example, if you charge just \$5 for any order amount, then this method would be used. If this is only for US customers, then you would name this method for US Customers, and another method for overseas.

- 1. In the admin area, click the **Shipping Configuration Wizard**.
- 2. In the pull-down menu, select **Flat Rate Shipping**.
- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. Enter the flat rate ship cost do not use \$.
- 6. Click the **Next** button.
- 7. Confirm your settings, then click **Finish**.



#### Base + Weight Shipping

This method allows you to charge by weight, plus any base shipping cost you may want to charge. For example, if you charge a \$3.00 handling fee, plus the weight ship cost, you would use this method.

- 1. In the admin area, click the **Shipping Configuration Wizard**.
- 2. In the pull-down menu, select **Base + Weight Shipping**.
- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. Enter the **Base** cost (handling fee). **Do not include \$.**
- 6. Click the **Next** button.
- 7. Enter the Amount/Unit charge (usually the amount per pound). Do not use \$.
- 8. Click the **Next** button.
- 9. Confirm your settings, then click **Finish**.

Shipping Nodule:	Base + Weight Shipping	
Shipping Method:	Standard Shipping	
Base Charge:	3.00	
Amount/Weight Uni	it: 1.00	

#### Price Table Based Shipping

This shipping method calculates charges based on a table of prices and their rates.

- 1. In the admin area, click the Shipping Configuration Wizard.
- 2. In the pull-down menu, select **Base + Weight Shipping**.
- 3. Enter a name for this shipping method which will appear in the ship menu to the customer.
- 4. Click the **Next** button.
- 5. If you will be imposing a handling fee, enter the amount in the box, then click **Next**.
- 6. Enter a **Ceiling** amount. This is the ceiling of the subtotal of the order. For example, if shipping is \$3 for orders from \$.01 to \$10.00, enter **10.00** here. **Do not use the \$.**
- 7. Enter the **rate** for the ceiling you just entered. In our case, the rate is 3.00.
- 8. Click the Add Additional Rows button.
- Repeat steps 6 9 until you have completed all calculations. To tell Miva Merchant to charge a specific amount for all orders over a specified amount, use the + in the ceiling box.
- 10. When finished, click the **Next** button and confirm your calculations. You can use the Previous button to make changes.
- 11. Click Finish.



# **Payment Configuration Wizard**

There are several ways you can collect payment with Miva Merchant. This includes accepting credit cards with both processors and your own merchant account, as well as taking checks via mail.

		Restart	Close
	/a Merchant Payment Configuration Wizard. This wizard will assist y re to accept payment from your customers.	you in	
payment modules s	epts payment information from your customers using a <i>Payment Mo</i> support services offered by a third-party payment processing compar re standalone, without the need for an account with a third-party co	ny, and si	
To begin, please se	lect a payment module from the list, and click the <b>Next</b> button.		
Payment Module:	<select one=""></select>	-	
	Authorize.Net Payment Services v3.0         E-Commerce Exchange/QuickCommerce 3.0 Payment Gateway         Check Payment         COD         Moneris e-SELECT Payment Service         GlobalCommerce Payment Gateway         CyberSource ICSv2 Payment Services         Cardservice/LinkPoint Payment Gateway         Credit Card Payment With Simple Validation         Paradata Payment Service		Next

The Wizard helps you setup the various options, which include popular third-party processors.

#### Credit Card Payment With Simple Validation

This option is for those who have their own merchant account and process orders themselves either via telephone, register, card machine, or software. You'll also select this method **if your processor is not listed here** (if it is listed, then go to the next page).

Simple Validation means only the card numbers and expiration date will be checked for accuracy. It does not mean the credit card is approved for the purchase.

#### STEP BY STEP

- 1. In the main admin screen, click the **Payment Configuration Wizard**.
- 2. In the **Payment Module** pull-down menu, select **Credit Card Payment With Simple Validation**.
- 3. Click the **Next** button.
- 4. De-select (uncheck) any credit cards you do not accept.
- 5. Click the **Next** button.
- 6. Confirm your settings and click **Finish**.

#### **Check Payment**

This option allows customer to choose to pay by check via mail. You would hold the item for payment to arrive.

#### STEP BY STEP

- 1. In the main admin screen, click the **Payment Configuration Wizard**.
- 2. In the Payment Module pull-down menu, select Check Payment.
- 3. Click the Next button.
- 4. Click the Next button again.
- 5. Click the Finish button.

#### **Other Payment Processors**

This method includes all of the processors which Miva Merchant currently supports. To activate any of these, you click the Payment Configuration Wizard, then select the proper processor. You will be walked through a series of screens, where you will enter specific information about your merchant account, such as merchant number, or a login and password. All of this information should be provided to you by the processor. For more assistance, see **Appendix C**.

#### Add Category Wizard

This wizard helps you create categories you will use for product navigation.

NOTE: Creating categories with the Wizard means you are allowing Miva Merchant to create the Code for the category. The code is an "ID" for the category, and is needed if you plan to upload your products via text import. Be sure to read the initial tutorial to see how to edit the category (if need be) or to add categories manually. If you are new to Miva Merchant, and plan to enter all of your information for products and categories using the Wizards, then don't worry about this at this time.

- 1. In the main admin screen, click the Add Category Wizard.
- 2. Enter the Category Name you want customers to see.
- 3. Click the **Next** button.
- 4. If this is a subcategory, then enter the name of the Parent Category.
  Or, click the button and select the main category from a list. If it is not a subcategory, just move to the next step.
- 5. Click the **Next** button.



- 6. If you want, you can click the Add Products button to start adding products to this category. We'll use the Product Wizard instead in the next exercise.
- 7. Confirm the names, then click **Finish**.

# **Add Product Wizard**

This wizard walks you through the steps of creating products for your store.

#### STEP BY STEP

- 1. In the main admin screen, click the Add Product Wizard.
- 2. Enter the **Product Name** you want customers to see.
- 3. Click the **Next** button.
- 4. Enter the **Price**, **Cost** and **Weight** of the product.
- 5. Click the **Next** button.
- 6. Enter the **Product Description** customers will read. This can include sentences, paragraphs, even HTML.
- 7. Click the **Next** button.

Be sure to read the

complete tutorial to see how you can use the Cost field for other purposes,

such as for discount and wholesale pricing.



8. Enter the **Product Description**. You can use HTML tags (see Appendix B for assistance).

Thumbnail Ima Full-sized Ima	Upload butto
Previous	Upload File STEP TWO Click the Browse button.
	File: Browse
	Look jr. Desktop
	My Documents     eBay Pay.bt     outlos       Network Neighborhood     everything1[1].n3u     Quick       Inture     FTP Explorer     Realf       My Briefcase     Get Quick Time Pro.mov     Short       AQL Instant Messenger (TM)     MvTools     Short
toShapes + 🛝	File parte: [pen]

9. Enter or navigate for the product Thumbnail Image and Full-Sized Image.

If you are familiar with Miva Merchant directories and have uploaded your images, enter your image paths here (example: graphics/00000001/1001.jpg).

Otherwise, click the button to upload the file. Then click **Browse** to open your computer's directory, find and select the image, then click **Open**.

The image will now be in the **File** box, and if you are re-uploading this image, check off the **Overwrite** box, then click **Upload**.

You will do this for both the full-sized image (appears on the product page) and the Thumbnail image (appears on the list of products on the category page).

NOTE: For information on images, scanning, sizes and file types, see Appendix B as well as the complete tutorial.

10. Click the **Next** button.

11. Enter the Code of the category this product should go in, or click the 🕲 button to select the category.

If you want <b>Test Product</b> to belong, to Category Code:	o a category, please choose one now:	Enter the Category Code, or click the Search button to s the Category from another window (b	select
Category Lookup - Microsoft Internet	Explorer	_0	
Category Lookup		۲	
Categories			
	Search:		
Code Name			
T TEST		۷	
1.1		10 🕜	
		Close Reset	
	Click the Select button to choose the category.		

12. Confirm your entries.

			Restart   Close
you want to a shown, press save these s	hange something, us the Finish button to	it needs to add Godfather Soundtrack te the Previous button to back up. If you add the product and quit, or the Add Ad ng another product. Press the Add Attril tes for this product.	ire happy with the data as iditional Product(s) button to
Name:	Godfather Soundtra	ck	
Price:	16.99		
Cost:	12.99		
Weight:	0.50		
Description:	This is a soundtrack	<ul> <li>It's really cool.</li> </ul>	
Category:	TEST16		
Previous	]	Add Additional Product(s)	Add Athibute(s) Finish

- 13. From here, you can add additional products, or add attributes to this product.
- 14. Click Finish.

# Add Product Attribute Wizard

If you paid close attention at the end of the Product Addition screen, there was a button for adding Attributes. However, we always go the long way before the short way - it really helps avoid confusion.

If you need a better understanding of attributes, be sure to refer from the complete tutorial (Chapter Five: Product Attributes).

- 1. In the main admin screen, click the Add Product Attribute Wizard.
- 2. Enter the **Product Code** or click the <sup>(1)</sup> button to select the product from a list.
- 3. Click the **Next** button.

attribute item pur many at	Enter the Product or click the Sea button to select product and the one at a time. It, enter a product code and press the Next button	arch t the nother
Product	t Contec Product Lankap - Nicssandt Internet Explanar	
	Product Lookup Products	8
	All Unassigned         Search:           Display:         IF Code         IF Name         IF Price           IF Cost         IF Weight         IF Description           IF Taxable         Thumbhail Image         IF sub-sized Image	
	Code Name TP Test Product Click the Select button to choose the product. Down	D C

- 4. Choose the **Attribute Type**. This will be either Multiple Options, Yes/No checkbox, or Text Fields.
- 5. Click the **Next** button.

- 6. Enter the **Attribute Prompt** this is the text the customer sees when needing to select or input information for the attribute. You can optionally use an image.
- 7. Click the **Next** button.
- 8. Tell Miva Merchant if an attribute selection is **Required**. If you are selling items that need more information in order for them to be processed, it is required. If it is just a list add-ons to the product, it is not required. To require the attribute, check the Required box.
- 9. Click the **Next** button.
- 10. If necessary, choose the **Attribute Type**. (in our case it is Drop-down Select List or Radio Buttons.)
- 11. Click the **Next** button.

If you chose the **Free-Form** (text entry) prompt, you can add more text boxes, or just click Finish. Otherwise, go to the next step.

- 12. Follow the instructions on screen, and the information in this complete tutorial (**Chapter Five: Product Attributes**), to complete your product attributes.
- 13. When done, click **Finish**.

# **Fulfillment Configuration Wizard**

This Wizard configures the merchant and customer email notification modules. These are what signifies if an email is sent to the customer and/or merchant when an order is placed, and what that email includes.

- 1. In the main admin screen, click the **Fulfillment Configuration Wizard**.
- 2. Select **Customer Order Confirmation Email** from the drop down list.
- 3. Click the **Next** button.
- 4. Enter the email address you want the email sent FROM (usually your sales department). If you want to receive a copy as well, enter your address in the CC box.
- 5. Click the **Next** button.
- 6. Enter a **Subject** for the email message.
- 7. Click the **Next** button.
- 8. Enter the **Header** information. This is the text that will appear before the specifics of the order. You'll want to start with something like... "Thanks for your order..."
- 9. Click the **Next** button.
- 10. Click the Add Additional Method button.
- 11. From the drop down, choose Email Merchant Notification.
- 12. Click the **Next** button.
- 13. You can opt to have the email sent FROM yourself, or from the customer's email address (ideal if you want to reply to the customer with other information).
- 14. Click the **Next** button.
- 15. Enter the email address you want the email sent TO (usually your sales department). If you want to receive a copy as well, enter your address in the CC box.
- 16. Click the **Next** button.

- 17. Enter a **Subject** for the email message.
- 18. Click the **Next** button.
- 19. Enter the **Header** information. This is the text that will appear before the specifics of the order.
- 20. Click the **Finish** button.

# **Affiliate Configuration Wizard**

This Wizard assists you in setting up and maintaining an Affiliate Program.

- 1. In the main admin screen, click the Affiliate Configuration Wizard.
- 2. Click the **Next** button.
- 3. Select the **Default Application Status**. This is the status of everyone who signs up Pending (approval), Approved or Disabled.
- 4. Click the **Next** button.
- 5. Enter the Commission calculation amounts.

		Restart   Close
Default Commission Per Referral is the direct to your site. Default Commission Percent Per Sale affiliate for an order placed by a shopper to Default Commission Flat Fee Per Sale placed by a shopper they directed to you Payout Threshold is the minimum amount will be processed in a payout.	is the percentage of the order total that hey directed to your site. It is a flat amount that you will pay to a r site.	at you will pay to an n affiliate for an order
Default Commission Per Referral: Default Commission Percent Per Sale Default Commission Flat Fee Per Sale Payout Threshold:		
Previous		Next

- 6. Click the **Next** button.
- 7. Enter the **Link Image** (if you will use one), **Link Text** and the **Terms** of the Program.
- 8. Click the **Next** button.
- 9. Click the **Yes** button to setup the Lost Password Recovery address.

- 10. Enter the email address you want passwords sent FROM.
- 11. Click the **Next** button.
- 12. Enter the Subject and Text of the Lost Password email.
- 13. Click the **Next** button.
- 14. Click **Yes** to setup the affiliate email notification. This email is sent to you, the Merchant.
- 15. Enter the email address you want the notification sent FROM.
- 16. Click the **Next** button.
- 17. Enter the email address you want the notification sent TO.
- 18. Click the **Next** button.
- 19. If you want others to receive the message as well, you can enter the addresses here.
- 20. Click the **Next** button.
- 21. Enter the Subject and Text of the message.
- 22. Click the **Next** button.
- 23. Confirm your entries, then click **Finish**.

# Add Affiliate Wizard

This Wizard steps you through adding affiliates. You must have already enacted the Affiliate Program in order to complete these steps.

- 1. In the main admin screen, click the Add Affiliate Wizard.
- 2. Click the **Next** button.
- 3. Enter a unique login and password for the new affiliate.
- 4. Click the **Next** button.

		Restart   Close
Lost Password E it and later reques	mail is the email address that the affiliate's passw t it.	rord will be emailed to if they forget
approved and you review and will no	iate must be one of the following modes: Approve wish them to start collecting commissions; Pendi collect commissions until their status is approved ejected and will not collect commissions.	ing, signifying the affiliate is under
Lost Password E	mail: john@mediasi.com	
Status:	Pending  Pending	
Previous	Approved Rejected	Next

- 5. Enter the affiliate's email address, then choose the status.
- 6. Click the **Next** button.
- 7. Enter the details about the affiliate, including address, url, etc.
- 8. Click the **Next** button.
- 9. Enter the commission fees for this affiliate. By default, the settings you made for the store will be entered. You can change these.
- 10. Click the **Next** button.
- 11. Confirm the information and either add more affiliates or click Finish.

As before, all these Wizards can also be enacted in Simple Administration mode, via the left-hand menu.

## **Need a Little Help?**

At DesignExtend.com, help is all we do! We offer complete services - design, implementation, customizations and add-on modules.

Just buying this tutorial has saved you money, and now you can save even more!





#### DesignExtend.com Quote & Support Desk

Our knowledgeable staff is eager to provide quotes and support. Just visit <u>http://www.designextend.com</u> and click on the Quote link!

#### Need Help?

From FAQs to User-to-User Message Boards, <u>http://www.designextend.com</u> can help you during the tough times and help with learning curves. It's all free and it's even open late-night.

# The DesignExtend.com Retainer Service

Ever get stuck on that install? How about needing customizations of your store's look & feel and design?

Need advice? Technical assistance on add-on modules? Custom development? Weekly backup of files?

The DesignExtend.com Retainer service is perfect for stores who need service right now, and want to forget about having to place repetitive orders to pay for it.

We work with you and your staff to devise strategies to make your store run smoothly, and you can save money!

#### How It Works

You place a \$500 retainer with us, and your account is opened and credited the full amount. As we work with you, the account is debited, and you receive bi-weekly statements outlining what we've done, which rep worked with you (or your staff), and your current balance. You pay one time until funds are depleted.

#### PLUS, all services and products are discounted by 10%!

#### What We Do

The retainer plan covers just about everything. Here's what's covered:

- **Technical Support** whether it's Miva Merchant itself, or third-party solutions, we'll help you get back on track
- Site/Store Analysis our analysis team will shop your store and provide you with a complete report, telling you what needs work to make your store customer friendly
- Emergency Recovery if your store's databases become corrupt, we'll jump right on it and fix them
- Walk-Throughs well walk you through tasks in the Miva Merchant admin, so you can learn while you do it
- **Backups** we can backup your data weekly, bi-weekly or monthly and maintain a local copy on disk so if there are problems, files can be restored
- **Modules and Installations** bypass our checkout process and just tell us what you'll want. We'll either send the module for you to install, or install it for you.
- Customizations & Development you just tell us what you need, and we take care of it!

Many other services are also available, and all are discounted by 10%.

#### **Other Benefits**

You'll also get some exclusive access to the DesignExtend.com Team, including:

- Special email contact address just for retainer clients
- Special Phone Numbers a way to always reach us
- Backup Technicians, so if yours is not available, another is
- FREE Beginner's Guide to Miva Merchant a 250+ page tutorial that takes you stepby-step through the admin and functionality
- Monthly Exclusive Specials, such as half-offs, free products and other products

#### What Now?

Visit us online at http://www.designextend.com to order today and start reaping the benefits!