



CommerceMonkey™ Getting Started Guide

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What You Need To Get Started

You will need to have a copy of Microsoft® FrontPage® 98 or better and you must have CommerceMonkey installed. To install CommerceMonkey you will need to:

1. Unzip the zip archive to an empty folder.
2. Run the setup.exe program and follow the onscreen instructions to install.
3. After installing the software you can run CommerceMonkey.
4. Once the program starts, click the "Install Into FrontPage" button to make CommerceMonkey a part of FrontPage.

You Also Need the CartIt™ Shopping Cart System

To go live with your e-commerce site, you will need to purchase a copy of CartIt for UNIX or CartIt for NT, depending on where your site is hosted. If you do not know what type of server you are on, please feel free to contact technical support at <http://www.cartit.com/support> and send your Home Page URL. We will reply to you with the information we have obtained.

Configuring CommerceMonkey

First Install

When you download CommerceMonkey and start it for the first time, you will see the "Install Into FrontPage" button that allows you to install the plug-ins for FrontPage. You should do this first, then restart FrontPage. You will never have to start CommerceMonkey again as a stand-alone program, as it will be available to you from the FrontPage editor.

Note: You can start it as a stand-alone program, no harm will be done. If you do start it as a stand-alone program, it will also launch FrontPage.

Where Is CartIt?

When you start CommerceMonkey from FrontPage, you should first click the "Options" button to configure all of the information for your site. One of the most important items to configure is "CartIt Location." This will be the location that all CartIt links and forms point to. If you do not yet have CartIt, this link will be invalid but it is important to note that this configuration is the most vital.

What Version of CartIt Do You Have?

At the bottom of the Configuration screen, you will see a radio button that allows you to select the version of CartIt you are using. If you are on an NT server you should select Version 3. If you are on a UNIX system you should select Version 4.

What Are CFOs?

CFOs are CartIt Form Objects. If you know about HTML forms, you know that each form element (such as a text input, radio button or select list) will all have one thing in common: They must have a NAME and a VALUE.

For example:

Check this box if you are happy


```
<INPUT TYPE="CHECKBOX" NAME="HAPPY" VALUE="YES" >
```

CFOs are form elements just like the one above. We call them CartIt Form Objects because each CFO has a specific name and value. As you read through this guide, you will learn about cartitadd, eop, quantity, textadd and other CFOs.

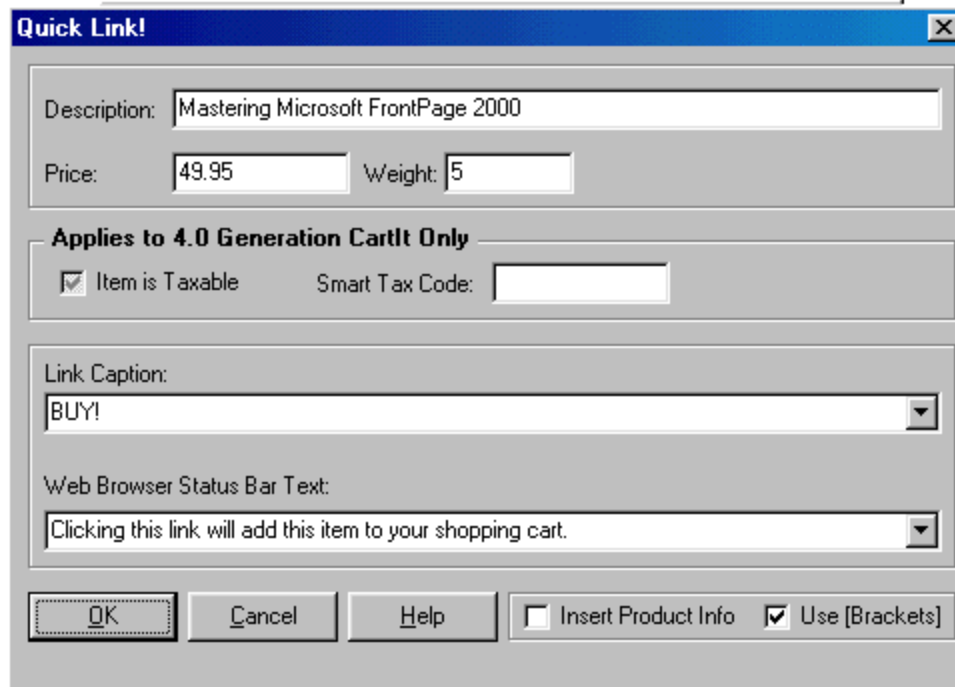
Basic Page (Using Quick Links)

Screen Shot:



1. Create a New Page or open an existing page.
2. Place your cursor where you want to have a "Buy It!" link.
3. Start CommerceMonkey (it will be located on either the Tools menu or the Custom menu, depending on the version of FrontPage you are using).
4. Click the "Quick Link" button as shown above.
5. Fill in the dialog box according to your product information. See the example below:

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Quick Link!

Description: Mastering Microsoft FrontPage 2000

Price: 49.95 Weight: 5

Applies to 4.0 Generation CartIt Only

Item is Taxable Smart Tax Code:

Link Caption: BUY!

Web Browser Status Bar Text: Clicking this link will add this item to your shopping cart.

OK Cancel Help Insert Product Info Use [Brackets]

When you click the "OK" button, the following text will be inserted into the document:

[BUY!]

You can then add text, price, pictures or any other media you like.

Here is an example of this link on a finished page:



Mastering Microsoft FrontPage 2000

An excellent book for the FrontPage user who wants to get the most from FrontPage.

Suggested Retail \$69.95

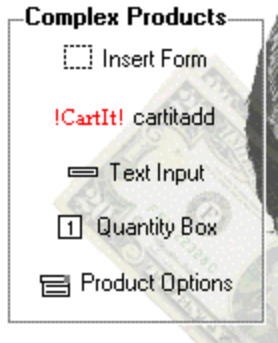
Our Price \$49.95! [BUY!]

The link is encoded with all of the information needed to communicate with CartIt. If the price or description changes for this item, simply delete the link and add a new one.

Basic Page (Using Submit Buttons)

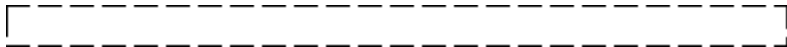
Important Note: We will be using the example Web page created in this section for future examples. You should create a new page and save it for future use.

Screen Shot:



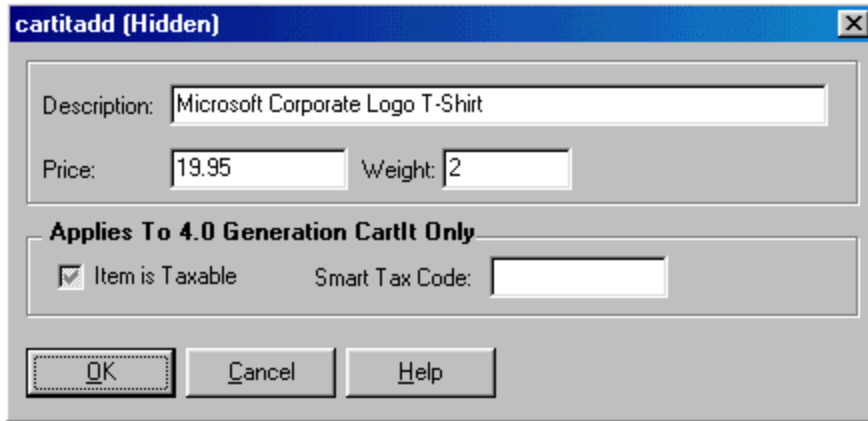
1. Create a New Page or open an existing page.
2. Start CommerceMonkey (it will be located on either the Tools menu or the Custom menu, depending on the version of FrontPage you are using).
3. Click the "Insert Form" button as shown above.
4. This will insert a form. The form will be a pointer to CartIt on your Web Site as you configured in the Options menu. You will place all CFOs (CartIt Form Objects) inside of this form.

FrontPage will represent the form on the page as a dashed border. It is not visible when published, but you can see it when designing your site so that you can place all of your form elements inside of the form.



5. Place your cursor inside of the form. If CommerceMonkey is obstructing your view, you can right click the CommerceMonkey title bar to shrink CommerceMonkey. You can right click it again to expand the program to normal size.
6. Click the "!CartIt! cartitadd" button. This will launch the "cartitadd" Primary CFO dialog. Fill in the dialog box as shown below, then click "OK".

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7. If you are using **FrontPage 98**, you will see the text "**!CartIt!**" on the page. If you double click this text, you can change the properties of the cartitadd element. If you are using **FrontPage 2000**, you will need to click the "Show All" button:



Once you click "Show All" in **FrontPage 2000**, you will see the text "**!CartIt!**." Again, you can edit the properties of cartitadd by double clicking on the text.

Be sure your cursor is placed inside of the form and click the "Quantity Box" button. Then, click "Buy Button" in the Structure and Navigation section of CommerceMonkey.

At this point, you should have the !Cart It! CFO, a Quantity box and a Submit button inside of a form. You can now drag and drop each of these elements inside of the form, add text, images and other information, just remember to keep all of the form elements inside of the form itself. The text and pictures can be anywhere on the page, but all form elements **MUST** be inside of a form. Here is an example:



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To create the above:

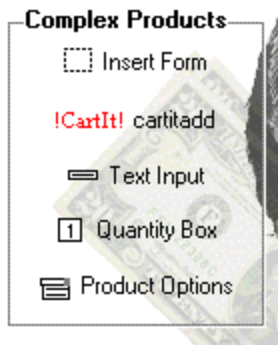
1. Create a form.
2. Place your cursor inside of the form.
3. Create a table that is 3 cells wide and 2 cells high.
4. Place your cursor in the first cell and insert a Quantity box.
5. Place your cursor in the middle cell and insert a hidden cartitadd element.
6. Type the text description after the cartitadd element in the middle cell.
7. Place your cursor inside of the third cell and insert a Buy button.
8. Highlight the bottom three cells, right click, and then click "Merge Cells".
9. Type a description of the product.

Hot Tips:

1. You can change the location of where the form will post the information by right clicking in the form container, then clicking "Form Properties". Remember that this default location is set in the Options dialog box.
2. You can change the price of the product by double clicking in the "!CartIt!" text and changing the value. Or, you can delete the "!CartIt!" text and insert a new one.
3. The default Order button face is configured in the Options dialog. You can change the button face if you like by double clicking the button.

Adding Options to Products

Screen Shot:



1. Open the page you created in the Basic Page (Using Submit Buttons) section of this document.

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2. Place your cursor inside of the form where you want to add a select list, then click the "Product Options" button. This allows you to insert the "eop" (Extended Option) CFO. Fill in the dialog box as shown below, then click "OK".

Description	Price	Weight	Readable Text
Small	00.00	0	Small
Medium	00.00	0	Medium
Large	00.00	0	Large
X-Large	1.95	0	X-Large --Add \$1.95
XX-Large	2.95	0	XX-Large --Add \$2.95

Here is an example:

1 **Microsoft Corporate Logo T-Shirt**

Show your love for Microsoft Products by wearing this T-shirt everywhere you go! Only **\$19.95!**

Shirt Size:

We first created this page with cartitadd and made the price \$19.95. As you can see above, we have added additional fees for X-Large shirts in the extended option dialog. This fee is NOT the price of the item; it is the amount to add to the base price of \$19.95.

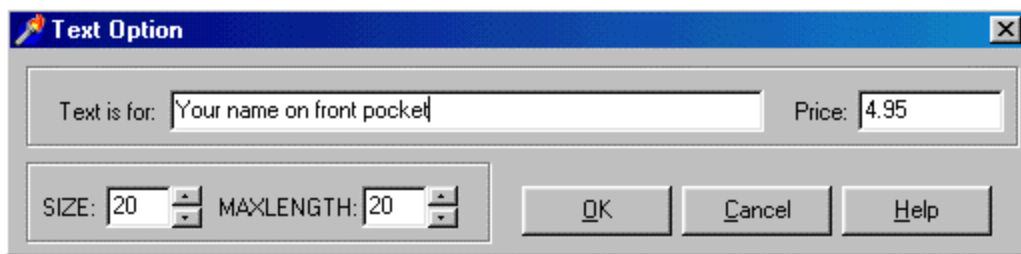
You can create an unlimited number of options. You can add shirt size, shirt color, etc.

Adding Text Options to Products

Screen Shot:



1. Open the Microsoft T-shirt page you created in earlier examples.
2. Place your cursor inside of the form where you want to add a text input, then click the "Text Input" button. This allows you to insert the "textadd" CFO. Fill in the dialog box as shown below, then click "OK".



Here is an example:



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We created this page with cartitadd and made the price \$19.95. If the user completes the text input, the price of \$4.95 will be added to the order.

What You Have Learned At This Point

You have learned how to create simple product link pages in FrontPage with the Quick Link feature. This feature does not use forms, so it cannot accept options. It is a good method of designing simple pages that do not have options, such as books. You have learned how to create pages with CFOs (CartIt Form Objects).

What You May Not Have Noticed

All of the CFOs we have been working with in designing these forms have a relationship.

cartitadd

This is the **Primary CFO**. It allows shoppers to add products to the shopping cart. Without cartitadd, no other form element will work. cartitadd defines the product being added to the shopping cart.

The following are Extension CFOs. Extension CFOs extend the capabilities of the cartitadd Primary CFO. Without cartitadd, these Extension CFOs are useless.

eop (Extended Option)

This Extension CFO allows you to add options to your product such as color and size. It also allows you to increase the base price and weight of the product being sold.

textadd

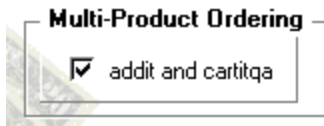
This Extension CFO allows you to add text to the shopping cart. The text can optionally cost additional fees.

quantity

This Extension CFO allows your shopper to select the quantity of the item being added to the shopping cart.

Adding Up-Sells to Products

Screen Shot:



Assuming you have read the "What You Have Learned" document, you know that we have been using a Primary CFO called cartitadd and Extension CFOs. This section introduces a new type of CFO, "Custom" CFOs. Custom CFOs have special attributes that do not allow them to be categorized as Primary or Extension CFOs. They are not Primary CFOs like cartitadd because they do not accept options. They are not Extension CFOs because they completely ignore cartitadd.

The purpose of Custom CFOs is to address issues that are not available to you in the Primary-Extension CFO relationship. Here, we are going to look at "addit."

Note: "cartitqa" (CartIt Quantity Add) is not covered in this documentation, but works much like addit with the same principles.

What Are Custom CFOs?

Custom CFOs work alone. Because they ignore cartitadd and Extension CFOs, you can add Custom CFOs to the shopping cart independently from your main product. The example below shows our Microsoft T-Shirt example, but we also add up-sell items to the shopping cart at the same time. We used "cartitadd" to have a complex product with options and we can add other items to the shopping cart independently with "addit".

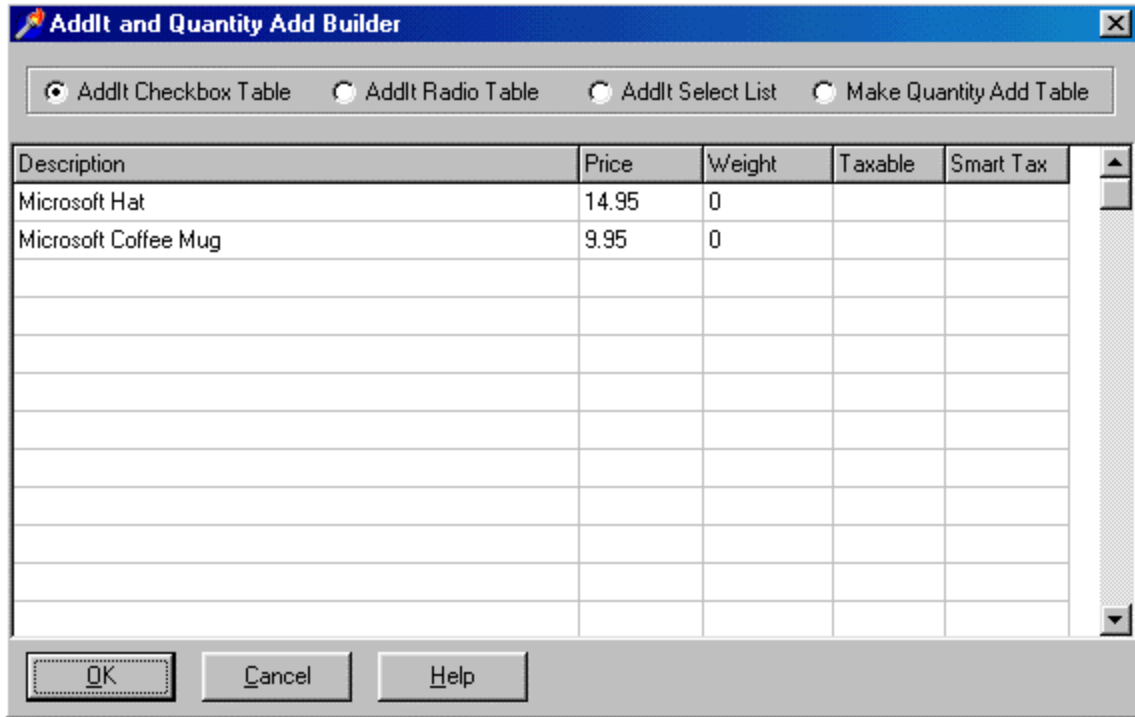
Here is a more detailed explanation:

If you were selling a computer system, you would want to use cartitadd for the main computer system, such as a Pentium III. You would then use Extended Options to add all of the components.

You do not know if your shopper needs a monitor, so we make it an addit CFO. This allows your shopper to build a computer system and the product will go into the shopping cart as one item. If they check the monitor checkbox you've created with addit, the monitor will go into the shopping cart as a second item, not as part of the main product.

Let's get started:

1. Open the Microsoft T-shirt page you have created in earlier examples.
2. Place your cursor **inside of the form BUT OUTSIDE of the main product-ordering interface**. Click the "addit and cartitqa" button and fill in the form as shown below. Be sure to select the "Addit Checkbox Table" radio button.



3. When you click the "OK" button, CommerceMonkey will ask if you want to create an entire page. Click "No", as we have already created the page and form container. You will learn more about this the next section.

Here are some other products that may be of interest to you. Check any of the following items you would like to order in addition to the T-shirt.

Buy	Description	Price
<input type="checkbox"/>	Microsoft Hat	14.95
<input type="checkbox"/>	Microsoft Coffee Mug	9.95

The shopper can now purchase the T-shirt as a product and optionally add two additional items to the shopping cart. The great thing about addit and cartitqa (available in CartIt 4.0 only) is:

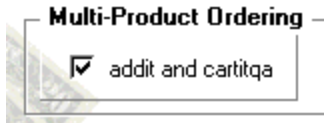
1. It increases sales.
2. It lets your shopper remove one of the items without having to remove the other items.

TIP:

We could have made the Microsoft Hat and Coffee Mug Extended Options, but they would have become part of the main product. Your shopper would have to remove all three items if they no longer wanted one of them. Using addit allows the item to be added at the same time, but as a separate product.

Adding Many Items to the Cart At Once

Screen Shot:



In the previous section, you learned how to add up-sell items for your products. You can also use this same technique to create complete product pages. Custom CFOs will work without cartitadd.

1. Create a completely new page.
2. Click the "addit and cartitqa" button.
3. Fill in the form and click "OK".
4. When CommerceMonkey asks if you want to create a completely new page including a form, choose "Yes".

Using the Page Wizard

We are not going to explain the entire wizard interface in this document. The wizard simply encapsulates all of the CFOs into one interface, allowing you to create pages quickly. Most CommerceMonkey users start out using the wizard, but discontinue once they learn about CFOs.

Feel free to use the wizard. Keep in mind that you can drag and drop many of the form elements that the software will insert, arranging the elements in the way you want them displayed. Just remember to keep all form elements inside of the form container.