Table of Contents

Introduction 1

What Does This Book Cover? 1

Who Is This Book For? 3

What You Need To Use This Book 3

Conventions 3

Customer Support 4

How to Download the Sample Code 4

Errata 4

Chapter 1: Building a PHP MySQL Web Site 7

What We're Trying to Do 8

Development of a Typical Application 8

Use of a Typical Hosting Environment 8

Use of Good Programming Practices 8

What We're Not Trying to Do 9

A PHP Tutorial 9

An HTML, CSS, or JavaScript Tutorial 9

A UNIX or Linux Administration Guide 9

The Problem 9

The Design 10

The User Interface 10

The Base Architecture 11

Content Publication 11

Syndication 11

Advertising 11

Online Polls 11

Discussion Forums 11

Site Newsletters 11

Online Shopping 12

The Solution 12

Site Elements 12

The User Interface 12

User and Session Management 12
Dynamic News Content 13
Syndication 13
Advertising 13
Online Polls 13
Discussion Forums 13
Site Newsletters 13
Online Shopping 14

Summary 14

Chapter 2: Planning the Web Site 17

The Problem 18
What We Need to Know 18
Base Architecture 18
Keeping Track of Users 18
Directory Structure 19
Application Layers 19
Coding Standards 20

The Design 21

The Solution 22
The Base Architecture 22
Logging Into the Site 22
User Sessions 22
Error Handling 23
Common Function Library 23
Configuration of Global Parameters 23
The Two Faces of DVD Life 23
Different User Types 24
Implementation 24
Directory Structure 25
Directory Tree Depth 25
What We'll Use 25
Configuration 27
The .htaccess File 28
The config.php File 28
The Database, Application Code, and UI 28
The Data Layer 29
The Application Code Layer 29
The User Interface (UI) 30
Programming Standards 30
Program Variables 30
HTTP Request Variables 31
Functions 32
Classes 33

Summary 33

Chapter 3: Designing the User Interface 35

The Problem 35

The Design 36

Browser Issues 38

Choosing Supported Browsers 38

Cascading Style Sheets (CSS) 39

Reusable Page Elements 41

The Header 42

The Navigation 42

The Main Content 42

The Footer 42

Building the Page 42

Error Handling 43

The Solution 44

Styles 44

Reusable Page Elements 47

The Template Framework File 49

Error Handling 52

Summary 54

Chapter 4: Managing Users and Sessions 57

The Problem 58

The Design 59

Feature and Functionality Aspects 59

Designing the Data Layer 61

The Admin Users Table 62

The Admin Applications Table 63

The Admin Permissions Table 63

Designing the Data Objects 63

The Users Class 64

The Session Class 65

The Solution 67

Implementing the Data Layer 69

apress_admin_users 69

apress_admin_apps 69

apress_admin_perms 70

Implementing the Data Objects 70

class.users.php 70

class.session.php 86

Data Object Error Handling 92

Presentation Layer 93

CMS Login Page 94

CMS Web Master Listing 97

CMS Web Master Form Page 100

Summary 104

Chapter 5: Visitor Accounts 107

The Problem 108

The Design 108

Feature Functionality Aspects 109
Designing the Data Layer 109
The Accounts Table 110
The Account Addresses Table 110
The Account Preferences Table 111
Designing the Data Object 112
The Accounts Class 112

The Solution 113

Implementing the Data Layer 115
apress_accounts 115
apress_account_addr 115
apress_account_prefs 116
Implementing the Data Object 116
class.accounts.php 116
Presentation Layer 134
Account Login Page 134
Account Registration Page 136
Password Reminder Page 139
Account Management Page 140
Account Newsletter Preferences Page 143
Account Shipping Information Page 144

Summary 148

Chapter 6: Dynamic News Content 151

The Problem 152

The Design 153

Designing the Data Layer 154
The News Types Table 154
The News Table 154
The News Comments Table 155
Designing the Data Object 155
The News Class 156

The Solution 157

Implementing the Data Layer 159
apress_news_types 159
apress_news 159
apress_news_comments 160
Implementing the Data Object 160
class.news.php 160
Presentation Layer 171
CMS News Item Listing 172

CMS News Item Form 174
Public News Item Listing 177
Public News Item Detail Page 180

Summary 185

Chapter 7: Syndication 187

The Problem 188
Requirements 188

The Design 189
The RSS Format 189
Designing the Data Object 191
The RSS Feed Class 191
The Application Flow 192

The Solution 193
Implementing the Data Object 193
class.rssfeed.php 193
rss.php 201
Checking the Data 203

Summary 207

Chapter 8: Advertising 209

The Problem 210
Impressions 210
Click-Throughs 210
Scheduled Display 211
Syndication 211
Requirements 211

The Design 211
Designing the Data Layer 212
The Advertisement Table 212
The Client Table 213
The Activity Table 213
Designing the Data Object 214
The Ads Data Object 214

The Solution 217
Implementing the Data Layer 218
apress_ads 219
apress_ads_clients 219
apress_ads_activity 219
Implementing the Data Object 220
class.ads.php 220
Presentation Layer 238
CMS Advertisement Listing 238

CMS Advertisement Management Form 241
CMS Client Listing Page 247
CMS Client Management Form 249
Front-End Implementation of the Advertisement 251
Redirect Page via Click-Through 253
Auditing Reports Page 254

Summary 257

Chapter 9: Online Polls 259

The Problem 260

The Design 261
Designing the Data Layer 262
The Apress Polls Table 262
The Apress Poll Answers Table 262
Designing the Data Object 263
The Polls Class 263

The Solution 265
Implementing the Data Layer 266
apress_polls 266
apress_polls_answers 267
Implementing the Data Object 267
class.polls.php 267
Presentation Layer 278
CMS Poll Listings Page 279
CMS Poll Management Form 281
Web Site Poll Page 285

Summary 291

Chapter 10: User Discussion Forums 293

The Problem 294
The Problem Statement 295

The Design 295
Application Flow 295
Users 296
Visitors 297
Designing the Data Layer 298
The Topics Table 298
The Replies Table 299
The Favorites Table 299
Designing the Data Objects 300
The Helper Class 300
The Topic Class 301
The Reply Class 302
Administrative Functionality 303

The Solution **304**
Implementing the Data Layer 304
apress_forums 304
apress_forums_replies 304
apress_forums_prefs 305
Implementing the Data Objects 305
class.forumhelp.php 305
class.forumtopic.php 309
class.forumreply.php 323
Implementing the Forum's UI 332
The Required UI Files 332
index.php 333
starttopic.php 339
showtopic.php 341
postreply.php 345

Summary **348**

Chapter 11: Newsletters and Mailing Lists **351**

The Problem **352**

The Design **353**
Designing the Data Layer 354
The Newsletters Table 354
The Accounts Table 355
The Account Preferences Table 356
Designing the Data Object 356
The Newsletter Class 357

The Solution **358**
Defining Configuration Constants 360
Implementing the Data Layer 361
apress_newsletters 361
Implementing the Data Object 361
class.newsletter.php 361
Building the Send Daemon 379
Running the Send Daemon 380
UNIX 380
Windows 381
Building the CMS Newsletter Application 381
CMS Application Files 381
CMS Newsletter Listing *381*
CMS Newsletter Management Form *384*

Summary **389**

Chapter 12: Shopping Carts 391

The Problem 392
Interface Requirements 392
Products List 392
Product Details 392
View Shopping Cart 392
Other Features 393
Application Requirements 393
Add/Edit Product 393
View Products 393
Publish/Stage Product 393

The Design 393
Designing the Data Layer 393
The Products Table 394
Designing the Data Objects 395
The Products Class 395
The Shopping Cart Class 396
Designing the Customer Interface 397
The Products List Page 397
The Product Details Page 398
The View Shopping Cart Page 398
Designing the Administration Interface 399
Products List 399
The Add/Edit Page 399

The Solution 399
Implementing the Data Layer 399
apress_products 400
Implementing the Data Objects 400
class.products.php 400
class.shopping_cart.php 412
Building the CMS Application 418
CMS Product Listing 418
CMS Add/Edit Product Page 420
Building the User Front-End 422
Site Product List Page 423
Building the Products Display 426
Product Display List Page 427
Product Display Details Page 429

Summary 430

Chapter 13: Checking Out 433

The Problem 434
Interface Requirements 434
Account Preferences 434
Check Out Page 434
My Orders List 434
My Orders Details Page 434

Application Requirements 435
View Orders 435
Order Details 435
Order Delivery Status 435

The Design 435
Designing the Data Layer 436
The Orders Table 436
The Order Items Table 437
Designing the Data Object 438
The Orders Class 438
Designing the Check Out Process 439

The Solution 440
Implementing the Data Layer 442
apress_orders 442
apress_order_items 442
Implementing the Data Object 442
class.orders.php 443
Building the Check Out Process 454
Check Out Page 455
Handle Posted Data *456*
Building the 'My Orders' Page 462
Orders List Page *462*
Order Details Page *464*
Building the CMS Application 467

Summary 467

Chapter 14: The Road Ahead 469

Our Finished Site 469

Refactoring 472
Our Base Structure 472
Real Life Annoyances 473
Looking for More Flexibility in Look and Feel 473
HTML Tag Replacers 474
PHP Code Replacers 474
More PEAR 475
Classes Everywhere 475
The Little Details 476
Pushing MySQL to the Edge 478
Getting Too Busy 479
More XML 479

Get Building 480

Join the Community 480
Mailing Lists 481

Is There More to Come? 481

Index 483