ezPayPal Help

ezPayPal Help

Intoduction

Thank you for choosing ez*PayPal*. You will find it easy to setup and use. The initial setup is so simple and intuitive that you may be able to start earning revenue in a matter of minutes without even having to read this manual. You will find all the advanced features and options of ez*PayPal* documented in this manual.

What is it?

ez*PayPal* is a pavckage to turn your website into an automated e-shop to sell your digital goods (such as eBooks, photos, programs etc.) It uses PayPal Instant Payment Notification (IPN) to automate everything from payments from your customers to product delivery. Aiming at simplicity and robustness, ez*PayPal* does all the heavy lifting invovled in IPN posting, verification, product and payment validation, buyer download link generation, email etc., so that your e-shop can run unattended for months, generating revnue. As a payment solution, ez*PayPal* finds itself in between PayPal buy-now buttons and shopping carts.

Why not use PayPal buttons?

PayPal "Buy Now" buttons are great if you sell a couple of eBooks or photos or programs a week. Yu get the payment and either email the product or manually create a download link for your buyer. Clearly, it is not a scalable solution. For one thing, all your payment and delivery information is in your email account, and your product definitions are on PayPal site. They should all be in a database under your control. Besides, once your products become popular, you will be spending an inordinate amount oftime servicing orders. If you want to add more products, you will have to generate new buttons and cut and paste the HTML code to your web pages.

With ez*PayPal*, you will add a new product using a dedicated web interface. The moment it is defined your new product will appear on yopur website ready to be bought by your customers. All the payment and customer data will be sotred so that you can have detailed reports, start your own affiliate networks, or link exchange systems etc. Infinitely more powerful, yet simpler than buttons.

Why not use a shopping cart?

I found shopping carts too cumbersome both for my customers and for my backend administration purposes. My customers typically wantto purchase and download one copy of a program or an eBook of mine with no fuss. Having them go through multiple screens of registration, login etc. before they can get to the payment gateway is suboptimal in the context of downloadable digital goods. The overall user experience needs to be as close to the one-click buy a la Apple App Store as possible. Hence ez*PayPal*.

In addition to the unweildy user-experience, the backend administration (product setup, customer and payment management etc.) in shopping carts is also heavy-handed for the purpose of digital goods sales. Combined with their typically high price range, the administrative costs render the shopping carts unsuitable for me. ez*PayPal*, on the other hand, is designed spcifically for downloadable digital goods, and provides a streamlined experience for your buyers and your admin staff. But, if your inventory includes physical goods, ez*PayPal* may not be the right solution for you.

Different Versions and Features

ez*PayPal*comes in two stand-alone versions, Standard (also known as Lite) and Pro. It also comes as a WordPress plugin, again in Standard and Pro versions.

Standard Features

1. Minimal setup and administration load: ez*PayPal* gets you started with your online shop within minutes, rather than hours and days.
2. Generous help and hints during setup: Whenever you need help, the information and hint is only a click away. (In fact, only a mouseover away.)
3. Automatic validation of admin and setup entries to minimize errors: ez*PayPal* catches all the usual data entry errors so that you can afford to be a bit sloppy.
4. Very little programming knowledge required: This program is written for creative people who have some digital products to sell. So it doesn't call for any deep computing knowledge. The most you will have to do is perhaps to set permission to a couple of folders.
5. Handles all the complex PayPal instant notification and data transfer to prevent unauthorized access.
6. Buyers are automatically redirected to a download page.
7. Self-service download link retrieval: If the PayPal information is not yet received by your server, your buyer will see a page where he can retrieve his purchase link. (This feature reduced my support load by 90%.)
8. In addition to the download page, an automated email with the download link is sent to your buyer as well. Just in case...
9. Easy to add new products to your inventory.
10. Automatic generation of an online shop. Once the first product is added, you can already see it on your online shop.

ez*PayPal* is available as a freely distributed WordPress plugin as well as a standalone package.

Security Features

Since ez*PayPal* deals with money, it takes the security and integrity of your data very seriously. It also puts serious roadblocks to prevent unauthorized access to your server.

1. All login type actions are implemented in such a way as to virtually eliminate the possibility of SQL injection attacks.
2. The `setup.php` (which you are advised to remove after successful installation) script doesn't let you set up your installation twice. In fact, it won't even display the setup information the second time you run it. Reinstallation will require database manipulation.
3. Only one admin user is permitted. You cannot add another admin user.
4. There is no interface to recover your password once you install your system. No amount of database hacking will recover it. So please be careful to note it down in some secure location.
5. Strong validation of all user entries exposed to the world.

Pro Features

In addition to the fully functional Lite version, there is a Pro Stand-Alone Version with many more features. The WordPress plugin is also available in the Pro Plugin Version.

If the following features are important to you, consider buying the *Pro* version.

1. *Data Security*: The *Pro* version takes special measures to set up data verification links to ensure your sales data is safe and not susceptible to corruption. In technical terms, it checks for the existence of InnoDB in your MySQL installation, and uses it if found, setting up foreign keys to ensure referential integrity, and indices to guarantee performance. The Lite version uses the default MyISAM engine, fast and simple, but not exactly secure.
2. *Sandbox Mode*: In the *Pro* version, you have the option to choose PayPal sandbox mode so that you can check your setup before going live.
3. *HTML Emails*: In the *Pro* version, you can send impressive HTML email to your customers rather than the boring plain text messages.
4. *Template Editor*: The email body, thank you page and download display are all editable in the *Pro* version.
5. Automatic handling of refunds and disputes. When you issue a refund on the PayPal website, the corresponding sale in your database will be set to inactive. And if a buyer registers a dispute, he (and you) will get a friendly email message stating that the dispute is being reviewed and handled.
6. E-Check handling. The *Pro* version recognizes e-check payments and sends a mail to the buyer regarding the delay for the check clearance.
7. *Sales Editor*: You can load a single sale or a bunch of sales on to a friendly interface and change their data. For instance, it will let you change the download expiry date and resend a download notification message -- one of the frequent support requests from the buyers.
8. *Email Tools*: You can select a number of your buyers to notify, for example, of a critical update of your products, or of a free upgrade opportunity.
9. *Product Version Support*: The *Pro* version supports versioning of your products. It will keep track of the version sold to your buyers and your current versions. So, if you want to send a product and version specific upgrade notice, you can do it with *Pro* version.
10. *Batch Upload*: The *Pro* version gives an easy way to upload your product files (when you release new versions, for instance), and keeps track of their versions.
11. *Additional Tools*: The *Pro* version also gives you a bunch of tools (php example files) that can help you migrate your existing sales data or product definitions.
12. *Data Migration*: Using this *Pro* tool, your database tables can be automatically upgraded to the later version without losing your sales info and other settings.
13. *DB Backup*: The *Pro* version has an option to generate a backup of your sales info to download to a safe location.
14. *DB Restore*: It also provides a means to restore (of course) a previously backed up data file, overwriting (or appending to, as you wish) the existing sales info. (WIP)
15. *Security Audit*: The *Pro* version provides you with a tool to check your settings and installation for possible security issues.
16. *Product Updates*: Your customers can initiate product update checks. If the version they purchased is older than the current version on your shop, they can download the latest version. Bu default, the first update is provided free of cost, and the subsequent ones are chargeable at $0.95. In later versions, this update policy will be configurable on a product-by-product basis.
17. *Upgradeable Products*: You can define products that are upgradeable. For instance, you can sell a short eBook at an introductory price. If your buyer likes it, he has the option of buying the full book by paying the difference. (WIP)

If you buy the *Pro* version, you will get an upgrade notice (using the last item listed above) when the features that are Work-in-Progress are completed. You will be able to update free of charge.

Optional Packages

ez*PayPal* is designed to be extensible. Already in the pipeline are the following optional extensions:

1. ezAffiliates: Create your own affiliate network and go viral by turing your satisfied customers into your advertising affiliatees. This package, built on the pubicly available Affiliates-for-All, integrates perfectly with to automate affiliate sales tracking and commission computation and more.
2. ezReports: Maximize your sales by analyzing your sales. This reporting package makes slicing and dicing your sales and affiliate data a snap, so that you can spot opportunities.
3. ezTextLinks: Do you have a high page-rank site? Do you get a lot of requests for text links? They can be significantly more lucrative (by a factor of 100, in my case) than contextual ads such as AdSense. The returns can be even greater if you can deal with your advertisers directly, rather than via providers like Text Link Ads that take 50% of your revenue. ezTextLinks will handle payment, activate and expire links, send reminder emails and handle renewals etc.
4. ezSupport: Every complex software project, once deployed, generates significant support load. Most of the support questions are frivolous, where the end-user presents silly issues that are easily resolved by a cursory look at the documentation. How do we ask the end-user to RTFM without antagonizing them? I found that it could be done by switching to a paid support model. I started charging 95 cents per support questions, and my support load went down by two orders o magnitude. This ezSupport package is built on the excellent osTicket program. It works hand in hand with ez*PayPal* and provides you with a configurable support system.

Note that these extensions are designed to work with Standalone Pro version. They will be ported to the Plugin Pro version as well if possible.

Support and Product Updates

ez*PayPal*comes with extensive documentation both on its website and as a part of the distribution. The documentation is also available as a PDF file. But the design of ez*PayPal* is to make it so intuitive that you will seldom need to refer to the documentation. To this end, the documentation is actually integrated with the ez*PayPal* interface at two levels.

> **Timely Help:** On all setup, admin and Pro screens in ez*PayPal*, you can hover over the 🔵 icon next to a feature or option to bring up a tooltip with detailed information about feature or option under consideration so that you don't have to refer to this manual every time you need help. ez*PayPal* will also validate your inputs and present warnings or error messages to guide you along.

> To get the help page specific to an ez*PayPal* screen you are working with, look for the 🔵 icon to the right of the page title. Click on it and you will get a page specific to the page. If such a help file is not ready yet, you will see this message.

Despite this large documentation effort, if you still find yourself needing support, we have a paid support model. Please visit our Support Portal and raise a ticket.

ez*PayPal* and other programs sold at our e-shop can be updated by visiting our Update Portal. This portal will list the updates available to you and let you download or purchase them. The first update for each of the programs is provided free of cost, and the subsequent ones are charged a nominal $0.95.

Installtion

ez*PayPal* is a database program written in PHP. It requires PHP and mySQL on your webserver. Don't worry, most webservers do. If you run WordPress or any other kind of blog or content management system on your server, you have what it takes to run ez*PayPal*. Please have the database connection details handy so that you can complete ez*PayPal*setup.

> **Timely Help:** On all setup, admin and Pro screens in ez*PayPal*, you can hover over the ⓘ icon next to a feature or option to bring up a tooltip with detailed information about feature or option under consideration so that you don't have to refer to this manual every time you need help. ez*PayPal* will also validate your inputs and present warnings or error messages to guide you along.
>
> To get the help page specific to an ez*PayPal* screen you are working with, look for the ⓘ icon to the right of the page title. Click on it and you will get a page specific to the page. If such a help file is not ready yet, you will see this message.

Wordpress Versions

The standard plugin version can be downloaded and installed from within the admin interface of your blog. Search for Easy PayPal and hit "Install Now."
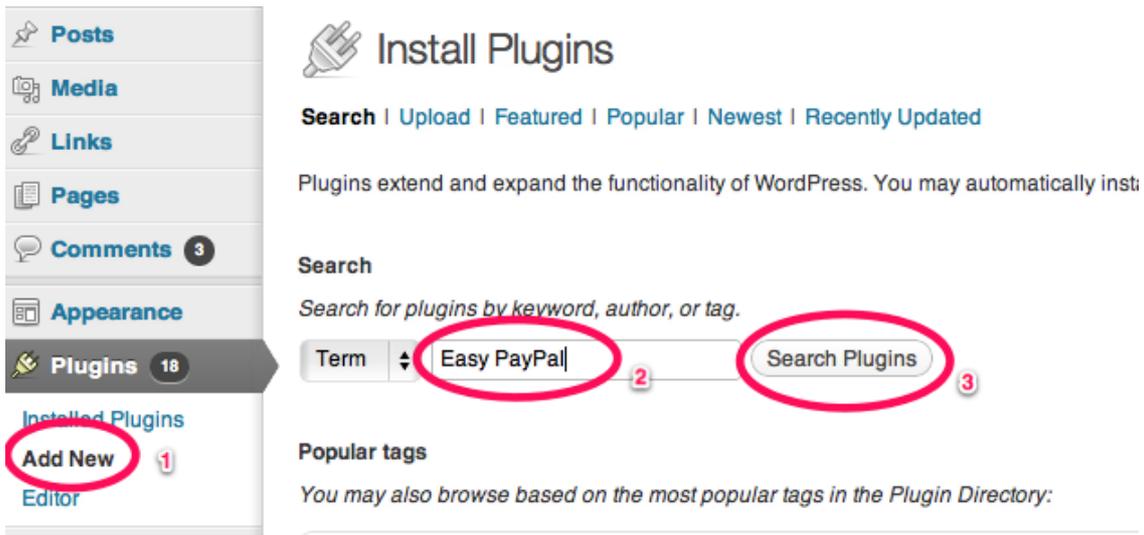
You can use your blog admin interface to install the Pro version of the plugin as well. Use the Upload page to locate and install the downloaded zip archive.
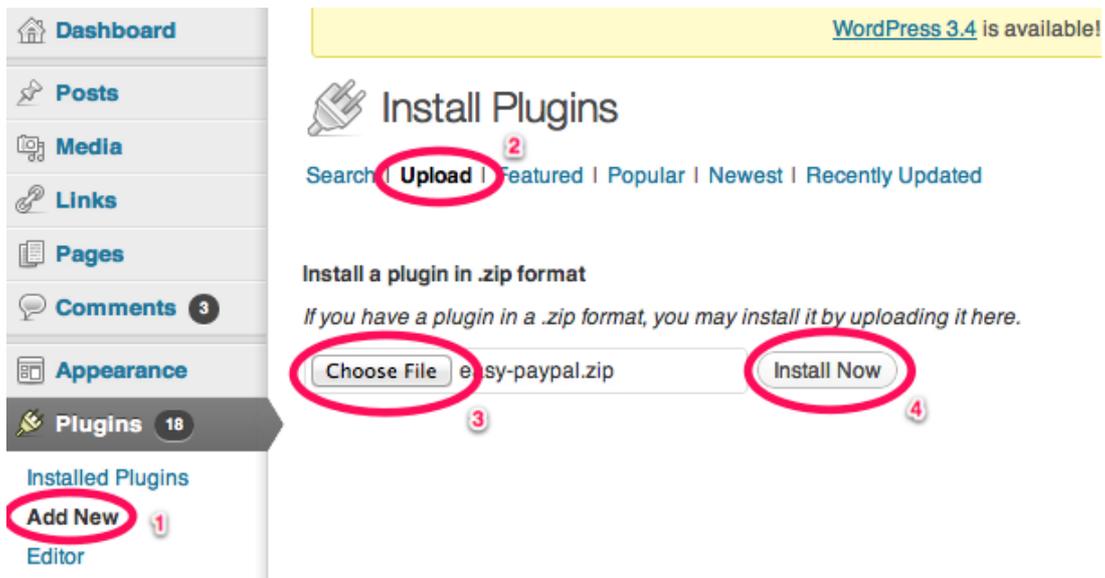
Congratulations! Your installation is now complete.

Standalone Versions

Unlike the WordPress version, the standalone version needs to know your database connection details. It also needs you to set up an admin user name and password for security. In the WordPress version, these entities are already defined in your blog, and reusese them.

1. Unzip and upload the downloaded package (`ezpapal.zip` or `ezpaypal-pro.zip`) to your sever.
2. Browse to the location using your web browser.

3. Choose a admin user name and a strong password, and enter your database connection details. The setup page will generate the configuration file. Your ez*PayPal* is now fully set up. You will get the following message indicating the successful installation.

4. If there are errors in creating the configuration file, you will get detailed instructions as to how to correct the issue. Just follow the instructions to complete the installation.

5. If you have misconfigured ez*PayPal*, you will have to remove the configuration file (`rm ezppCfg.php`) and recreate it following the instructions in the previous step. ez*PayPal* intentionally makes it difficult to recover from errors because error recovery interfaces are also security holes.

Here are the descriptions of the various fields on the installation screen. In keeping with the ez*PayPal* philosophy of providing help where it most matters, these descriptions are available to you on the installation screen itself, by hovering over the ❔ icon next to the field.

- **Admin User Name**: Use an alphanumeric string as the username, with the first character a letter. Best not to use names like admin, root, staff or your name -- these can be easily guessed.
- **Password**: Use a password that cannot be easily guessed. Be sure to note it down or keep it some secure password keeper program. ezPayPal takes security very seriously and you will not be able to retrieve the password or reinstall the package without some serious work. You are not allowed to change Admin password, although you can create a new Admin account.
- **Password (again)**: Type in your password again for verification.
- **Table Prefix**: Use a prefix for all the database tables so that you can easily identify them. The suggested prefix `ezpp_` is a decent one, but to enhance your security, you may want to choose a different one.
- **Hostname**: If your database is hosted on a different server, please provide its name. Usually, MySQL databases are hosted at the same server as your Webserver, in which case, you can use `localhost` as your database server.

- **Database Name**: If you are using a dedicated database created using your CPanel or other hosting provider interface, please provide its name. It usually has the form `username_dbname`. If you have limits on the number of databases you can create on your server, you can reuse an existing database. If not, it is best to create a dedicated one for your PayPal activities.
- **Username**: Your username to log on to the database server. It is typically the same as the database name itself.
- **Password**: Your database password.
- **Email ID**: Optional. This email ID will be used to send Database error messages from your ezPayPal installation. If there are errors during IPN transactions, ezPayPal sends messages to the support email ID you have (or will) set up in `admin.php`. However, if the DB cannot be connected to, the support email ID stored in the DB cannot be accessed, and diagnostic messages cannot be sent. So, this is the only email Id the program will have access to. If you do not want emails about DB errors, please give a fake email ID like `nobody@nowhere.com`

    Important: Be careful about the admin username and password. Since ez*PayPal* takes security very seriously, it wouldn't let you retrieve a lost password. Resetting the password will require database operations.

Optional Addon Modules

ez*PayPal* is designed to be extensible. You can enhance the functionality of the Pro Standalone version by purchasing and installing optional modules. Their installation is even easier than the simple installation of ez*PayPal* described above. The array of modules available and under development are listed below, and described in greater detail in subsequent chapters.

1. **ezAffiliates:** Create your own affiliate network and go viral by turing your satisfied customers into your advertising affiliatees. This package, built on the pubicly available Affiliates-for-All, integrates perfectly with to automate affiliate sales tracking and commission computation and more.
2. **ezReports:** Maximize your sales by analyzing your sales. This reporting package makes slicing and dicing your sales and affiliate data a snap, so that you can spot opportunities.
3. **ezTextLinks:** Do you have a high page-rank site? Do you get a lot of requests for text links? They can be significantly more lucrative (by a factor of 100, in my case) than contextual ads such as AdSense. The returns can be even greater if you can deal with your advertisers directly, rather than via providers like Text Link Ads that take 50% of your revenue. ezTextLinks will handle payment, activate and expire links, send reminder emails and handle renewals etc.
4. **ezSupport:** Every complex software project, once deployed, generates significant support load. Most of the support questions are frivilous, where the end-user presents silly issues that are easily resolved by a cursory look at the documentation. How do we ask the end-user to RTFM without antagonizing them? I found that it could be done by switching to a paid support model. I started charging 95 cents per support questions, and my support load went down by two orders o magnitude. This ezSupport package is built on the excellent osTicket program. It works hand in hand with ez*PayPal* and provides you with a configurable support system.

Administration

Once you complete the initial setup, you can access the admin page, where you specify your PayPal details, general options and define your digital products.

> **Timely Help:** On all setup, admin and Pro screens in ez*PayPal*, you can hover over the 🔵 icon next to a feature or option to bring up a tooltip with detailed information about feature or option under consideration so that you don't have to refer to this manual every time you need help. ez*PayPal* will also validate your inputs and present warnings or error messages to guide you along.

> To get the help page specific to an ez*PayPal* screen you are working with, look for the 🔵 icon to the right of the page title. Click on it and you will get a page specific to the page. If such a help file is not ready yet, you will see this message.

> **Note:** The screenshots below are from the Pro version of ez*PayPal*. In the standard version, the Pro features and options will not be presented.

Once you have set up your ez*PayPal*, you can enter the admin area to configure it. You will need your admin credentials (that you set up during installation setup), your PayPal email address (so that your customers can pay you), and your database details (to save your potential purchases -- you may need to contact your web server admin for this information).

Entering the Admin Control Panel

WordPress Plugin Versions

To access the Admin Control Panel in your WordPress installation, log on to your blog admin section (`http://yourblog/wp-admin`) and click on "Easy PayPal Lite" or "Easy PayPal Pro" under your "Settings" menu.
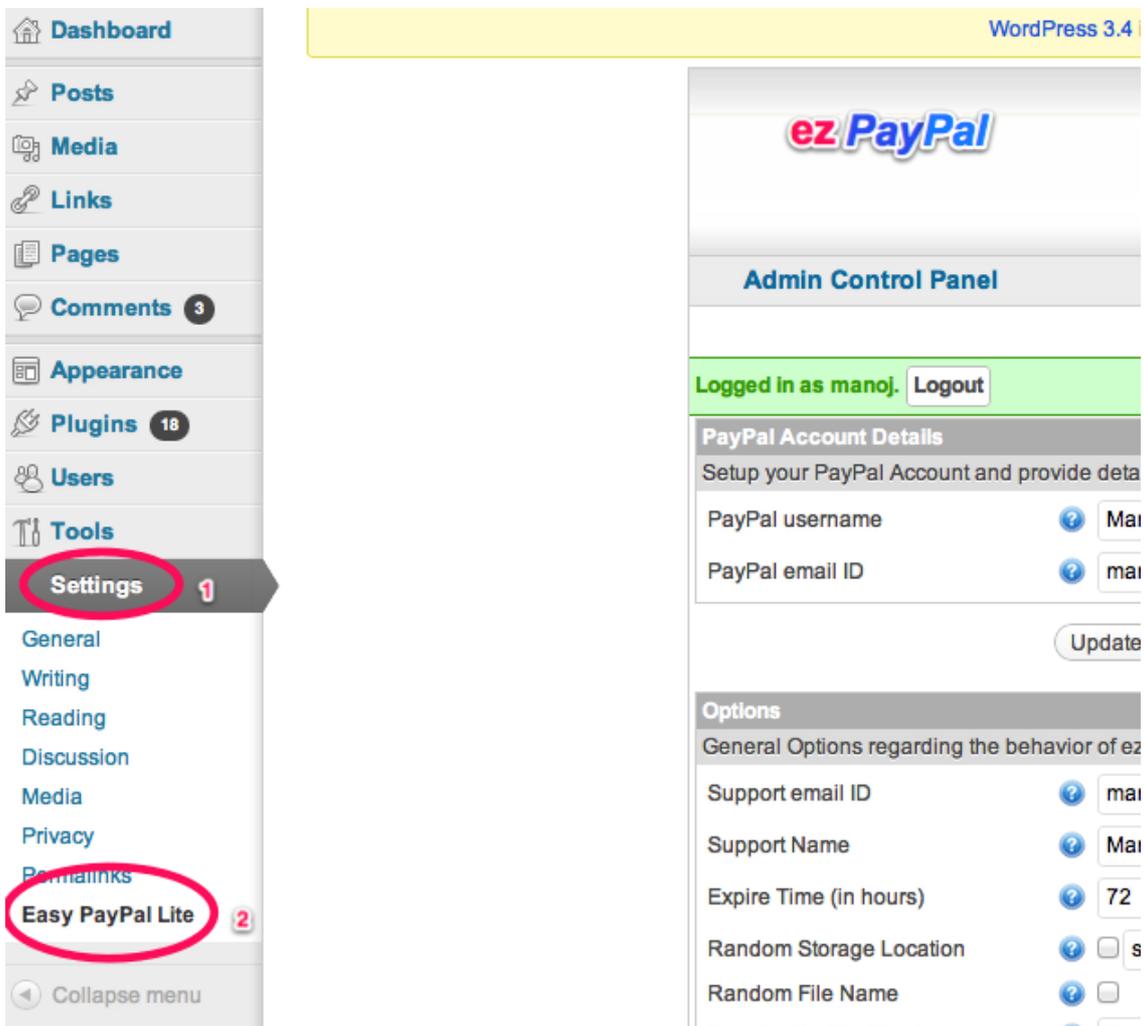
Standalone Versions

You can enter the admin screen by clicking Admin button right after installing ez*PayPal*.

You can also find a link to the Admin page in all the pages presented by ez*PayPal*. Look for it in the right hand side top corner as shown below.
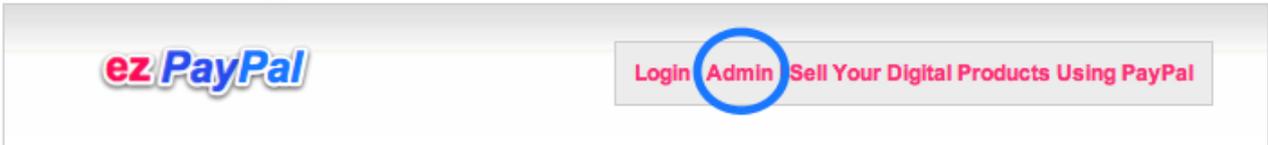
Once you enter the admin page, the first thing you will be asked to do is to authenticate yourself.
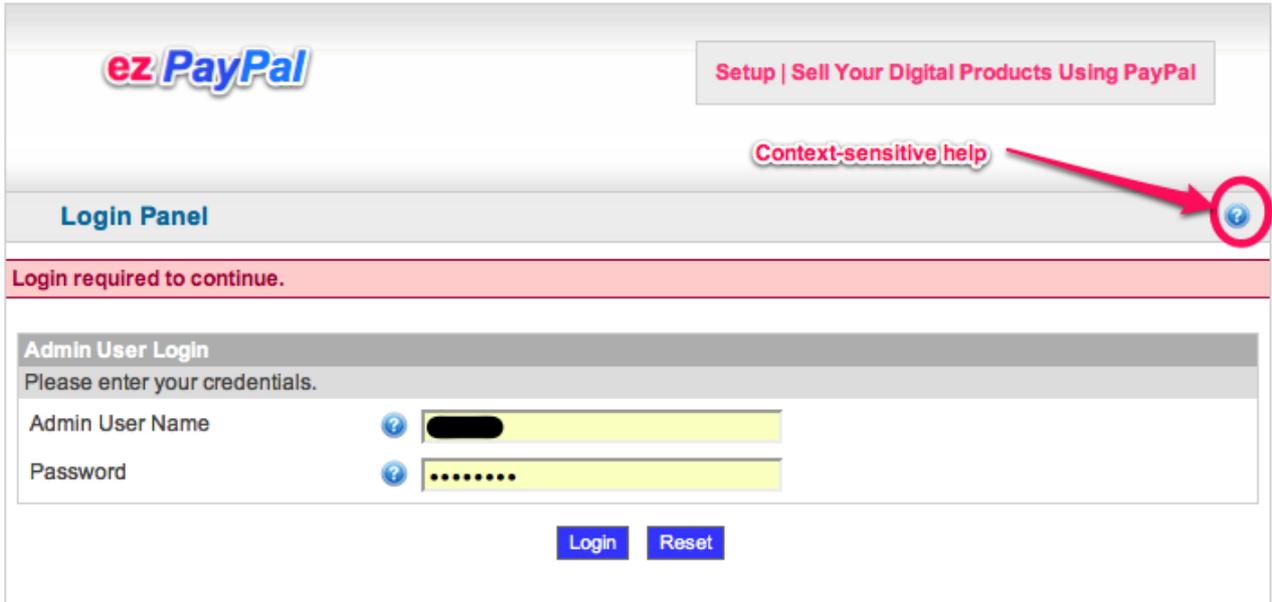
Warning: Please enter your Admin username and password. If you have forgotten either, there is no way to recover it. You will have to access your database and delete the table with a name like `ezpp_5e81f9859d223ea420aca993c647b839M`, where the part before the underscore is the database prefix you chose during installation, and the part after is a random string. After deleting this file, please go to the installation script (`http://yoursite/setup.php` where yoursite is the location where you installed ez*PayPal*.

Admin Sections

Regardless of whether you are using the standalone or the WordPress plugin version of ez*PayPal*, you will get an Admin Control Panel as the screenshots below. The Admin Control Panel has three sections, and we will discuss them separately below.

The screenshots shown are from the Pro version of ez*PayPal*. If you have installed the Lite edition, you may see fewer option entries on this screen. The easiest way to get information on a feature or option is to hover over the 🔵 icon next to it.

PayPal Details
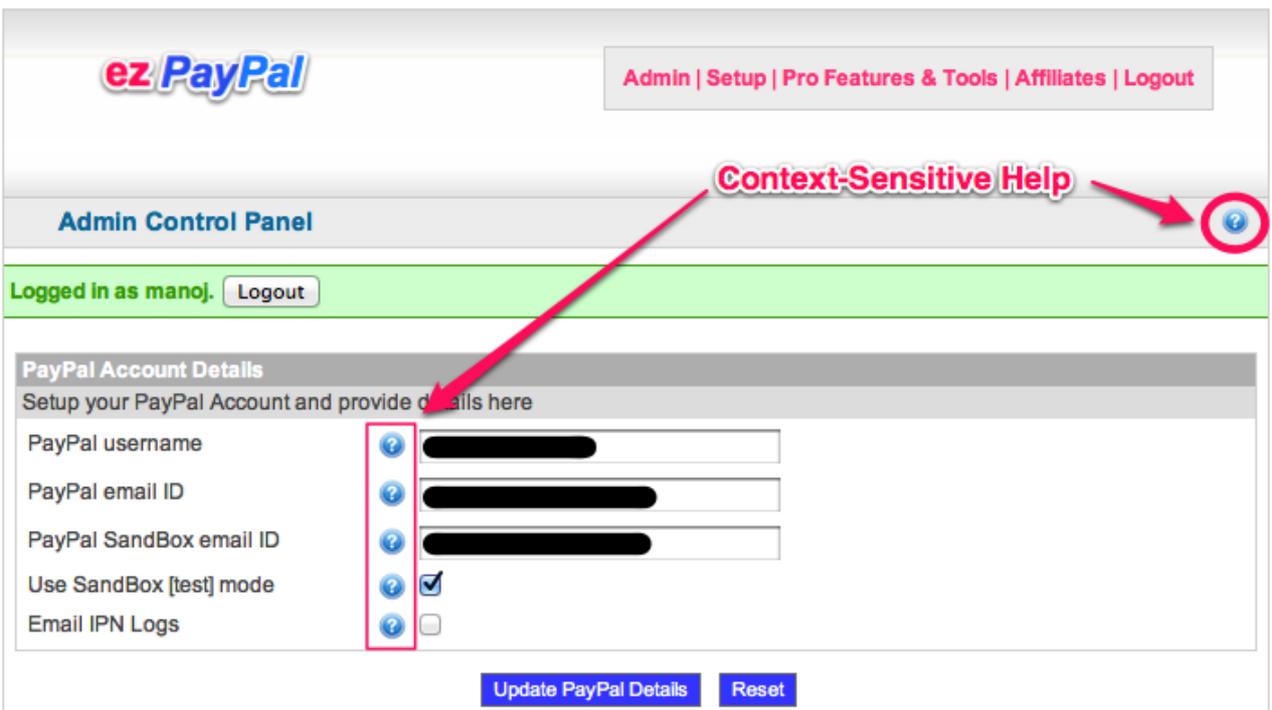
This section has the following fields.

- **PayPal username**: Enter your name (or your company name). This is used for display purposes.
- **PayPal email ID**: Enter your PayPal email ID, which will receive your payments.
- **PayPal SandBox email ID**: PayPal SandBox email ID, which you can use for testing your setup. This entry is optional.
- **Use SandBox [test] mode**: If checked, PayPal SandBox will be used.
- **Email IPN Logs**: If checked, the PayPal IPN details (logs of the conversations between your server and PayPal) will be emailed to the support email address even in live mode.

General Options

This section has the following fields.

- **Support email ID**: An email ID where your buyers can contact you for support.
- **Support Name**: A friendly name to go with your support email ID.
- **Expire Time (in hours)**: The number of hours after which the download links will expire. When a purchase is made, an auto-generated email is sent to the buyer with a download link. The link expires after the number of hours you specify here. (I use 72 hours).
- **Random Storage Location**: Randomize the storage location of your digital goods so that potential hackers cannot easily guess it? Recommended. Note that you will have to set the permission to the storage directory so that files can be uploaded there.
- **Random File Name**: Randomize the file name of your digital goods on the server as you upload it so that potential hackers cannot easily guess it? Recommended.
- **Location for Lite Versions**: Optional. If you plan to provide **Lite** versions of your products, here is where they will reside. Give the full pathname on the server, or a relative pathname under the `ezPayPal` folder.
- **Location for Pro Versions**: If you plan to use non-random location for the **Pro** versions of your products, here is where they will reside. Note that non-random location is not recommended because it can be easily guessed and hacked into.
  Give the full pathname on the server, or a relative pathname under the `ezPayPal` folder.
- **Send HTML emails**: If checked, the emails sent your buyers with their download links will be in HTML format. You can customize the default HTML template with the Template editor, which you will find under Pro Tools.

Product Definition

Here is where you define your digital products. This section has the following fields.

- **Product Code**: A short code for the digital product you want to sell. e.g., ezPro. This key field needs to be unique.
- **Product Name**: A descriptive name of the digital product you want to sell. e.g., Easy AdSense Pro - Premium AdSense Plugin for WordPress bloggers
- **Activate this Product?**: Leave this option checked to list the product in your shop. Unchecking it is equivalent to deleting the product. It will not be listed, nor can it be bought.

- **Product Category**: An optional category for the product, which you can use for grouping similar products together. You can have categories like Apps, Plugins, eBooks, Photos, Songs etc.
- **Product Grouping**: An optional grouping for your products, this field can contain higher level groupins, like Software (for Apps, Plugins, for instance), Creative (e.g. for eBooks, Photos) and so on. This field can help you organize or autogenerate your e-shop pages as your business grows.
- **Product Price**: Enter only numbers. e.g. 4.95
- **Product Currency**: Specify the currency in which the product price is give. e.g. USD.
- **Shipping Address Needed**: Specify whether PayPal will ask for a shipping address for this product:
  0. Prompt for (but not require) an address
  1. Do not prompt for an address
  2. Prompt for an address, and require one

- **Product File Name**: When your customers buy your digital product, this is the file they will download.
- **Your Digital Product**: This is the actual digital product that you want to put up for sale using ezPayPal. It can be a zip archive, photos, PDF files etc. If you have multiple files making up the product, please make a zip archive of it first. Note that the file you upload does not need to have the same name you specify as **Product File Name**. The real file will be saved on your server under a random file name in a random location so that it will not be easily discovered by potential hackers.
- **Product Version**: Your sales will keep track of the product versions so that you can, for example, send upgrade notifications to your buyers. You would use the Email Tools (found under Pro Tools) for this purpose. Use a numeric version with two decimals (like 3.12 to indicate major version 3, minor version 1 and update 2, for instance). String versions (like V3.1.2) are not supported.

Once you have defined at least one product, your e-shop is already up (in the standalone versions) at `http://yoursite/ez-shop.php`. In WordPress plugin editions, you will use shortcodes to generate a shop front or "Buy Now!" kind of links. See the chapter on Your Shop for details.

Your Shop

The moment you define your first product using the Admin Control Panel, it is ready for sale on your shop. This chapter describes the features of your shop and tells you how to link to it from other web pages of yours or your affiliates.

Timely Help: On all setup, admin and Pro screens in ez*PayPal*, you can hover over the 🔵 icon next to a feature or option to bring up a tooltip with detailed information about feature or option under consideration so that you don't have to refer to this manual every time you need help. ez*PayPal* will also validate your inputs and present warnings or error messages to guide you along.

To get the help page specific to an ez*PayPal* screen you are working with, look for the 🔵 icon to the right of the page title. Click on it and you will get a page specific to the page. If such a help file is not ready yet, you will see this message.

Note: The screenshots below are from the Pro version of ez*PayPal*. In the standard version, the Pro features and options will not be presented.

Basic Shop

Your shop front generated by ez*PayPal* is shown in the image below. You can access it by browsing to your installation in the standalone versions. In the WordPress plugin versions, you will use the so-called shortcodes to access the shop front, as described below.

WordPress Plugin Versions

Once a product is added to your repository, your e-shop is ready to be displayed on your blog. The display is controlled using WordPress ShortCodes. In order to show the whole shop, create a new page or post with the short code `[ezshop]`. This will present your whole e-shop in a

neat tabular form within the page or post.

Each product can be displayed as a "Buy Now" kind of link with the short code `[ezshop buy='prodID' link='yes']Buy this product now![/ezshop]`. This will insert a link, which when clicked, will take your reader to a PayPal page to buy the product.

If you drop the `link='yes'` part, the page will transfer the reader to PayPal without waiting for user click.

You can display your product links using `[ezshop show='prodID' link='yes']Buy this product now![/ezshop]`. This part is not fully developed yet, but it will show page describing your product benefits, with a count-down timer which will take your reader to PayPal in fifteen seconds.

Standalone Versions

In standalone verions, both the Pro and the Lite (also called the Standard) editions, you can access your e-shop by simply browsing to the location where you installed ez*PayPal*. If you are logged in, you will see the following screen, giving you all the actions you can take as the administrator.
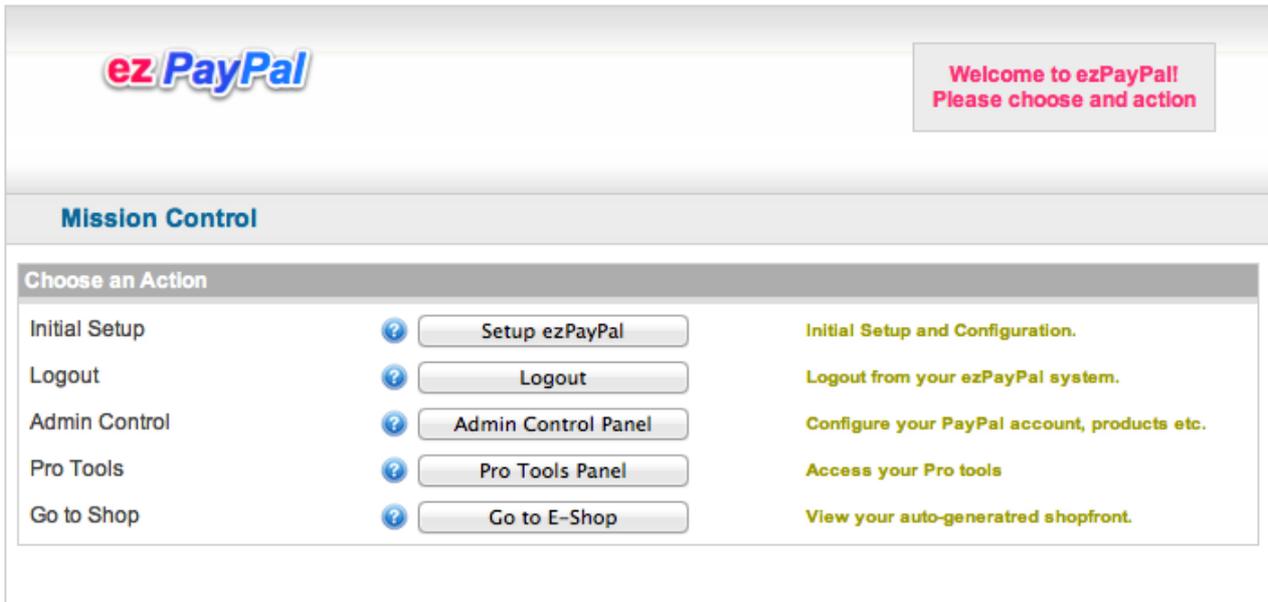
If you are not logged in to your ez*PayPal*, you will see your e-shop directly, which is the view your customers will be presented with. Note that even in this view, there is an easy access link to your admin page. Clicking on it, while not being logged in, will bring up a login request.

Buy and Show Links

Similar to the WordPress plugin version, the standalone version also has the "Buy Now" and the count-down links. The format for a "Buy Now" link would be `http://yoursite/?buy=product_code`, which takes your customer directly to PayPal site. And `http://yoursite/?show=product_code` takes them to a product information page, which redirects to the PayPal payment page in 15 seconds. The customer can abort the count-down if they so choose.

Advanced Shop

The basic shop front generated by ez*PayPal* may not be fancy enough for your purposes. It is possible to develop fancier presentations of the shop front. In my own e-shop, for instance, I make use of the `product_meta` table to generate the following e-shop.

ezPayPal Shop

eBooks			
Product	Price	Quantity	Buy?
The Unreal Universe - eBook More Info	$1.49	1	Buy now!
PHP Packages			
Product	Price	Quantity	Buy?
ezAffiliates for ezPayPal Pro More Info Get ezAffiliates for ezPayPal Pro	$4.95	1	Buy now!
ezPayPal More Info Get ezPayPal	$4.95	1	Buy now!
ezPayPal Pro More Info Get ezPayPal Pro	$9.95	1	Buy now!
phpValidator More Info Get phpValidator	$1.49	1	Buy now!
Premium Plugins for WordPress			
Product	Price	Quantity	Buy?
AdSense Now! Pro More Info Get Lite Version Get Pro Version	$3.95	1	Buy now!
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Check for Updates

To retrieve the list of updates available to you, please use the button below

The first update to each of the products you purchase is provided free of cost to you. Subsequent product updates can be purchased at $0.95.

Find Updates

While this shop front may not look much fancier than the basic one, note how products are grouped together based on their categories, and how links to product description pages are presented. Furthermore, the product information page (`http://yoursite/?show=product_code`) also uses the information in the meta table as shown below.

Customization

Setting up an advanced shop requires some PHP programming and database manipulations. If you want to get it done by your in-house team, you can start by making a copy of `ez-shop.php`, modifying the product rendering part to make use your `product_meta` table, and then point your website to use the modified version instead of the original one.

I can help by providing the code that generates my own e-shop as an example. If you would like me to customize your shop front, get in touch with me through Support Portal.

Future Plans

I plan to make the customization process accessible to my end-users by providing a template where they can define how their e-shop and product information pages will look like. They will also have an interface where they can add and modify their `product_meta` table.