

Strap: a new template for
Interchange

Who?

- Perusion
- Mike Heins, Greg Hanson, Josh Lavin
- Ecommerce consultants
- We're hiring

strap goals

- Clean code, use HTML+CSS
- Optimized for SEO
- Improve usability
- Speed

state of standard template

- <table> tags for layout
- menus use *inline* Javascript
- hard to update to a different design
- not mobile friendly

strap template

- uses `<div>` tags and CSS for layout
- `<table>` tags used for tabular data
- CSS menus, with JS for additional functionality
- easy to change design by altering CSS
- mobile friendly

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[Products](#) - [Cart](#) - [Help](#) - [Contact us](#)

[- Home](#) - [Log In](#) - [Your Cart](#) - [Check Out](#) - [About Us](#) - [Language](#) -

Welcome

SEARCH

[Advanced Search](#)

Explode tree
Collapse tree

+ Hand Tools
+ Hardware
+ Ladders
+ Measuring Tools
+ Painting Supplies
+ Safety Equipment
+ Tool Storage

Welcome to the Interchange Standard Store!

This site is intended to get you started building your own e-business site. Replace the stock graphics, products, and categories in this store to begin building your custom site.

Please note that any products purchased will not be delivered nor will the customer be billed. Any products found on this site is to be treated as fictional.

Take our [Customer Satisfaction Survey](#).

Generate test order to fill the sample order database: [Do test order](#).

Specials

Disposable Brush Set



Our Price: **\$14.99**

16 Penny Nails



Our Price: **\$14.99**

Spackling Knife



Our Price:
\$14.99

Framing Hammer



Our Price:
\$19.99

8 Penny Nails



Our Price:

Flat Top Toolbox



Our Price:

See also...

The Blade Hand Planer



Our Price: **\$19.99**

Carpenter's Tool Belt



Our Price: **\$39.99**

Disposable Brush Set



Our Price: **\$14.99**

Replace this graphic
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Product List

[Hand Tools ...](#)[Hardware ...](#)[Ladders ...](#)[Measuring Tools ...](#)[Other](#)[Painting Supplies ...](#)[Safety Equipment ...](#)[Tool Storage ...](#)

Welcome to the Interchange Standard Store!

This site is intended to get you started building your own e-business site. Replace the stock graphics, products, and categories in this store to begin building your custom site.

Please note that any products purchased will not be delivered nor will the customer be billed. Any products found on this site are to be treated as fictional.

View [all products](#).

View a different layout for the page:

[Left column, right content](#)[Right column, left content](#)[Right column, left column, center content](#)

Generate test order to fill the sample order database: [Do test order](#).

Cross Sales Component

[The Claw Hand
Rake](#)

[Hedge Shears](#)

[Disposable Brush
Set](#)

[Rubber Mallet](#)

Random Component

[The Claw Hand Rake](#)



Our Price: **\$14.99**

[BUY NOW](#)

[MORE INFO](#)

[Ergo Roller](#)



Our Price: **\$14.95**

[BUY NOW](#)

[MORE INFO](#)

[Mighty Mouse Tin Snips](#)

```
20 </td><td colspan="2"><div style="border: 1px solid black; padding: 5px; text-align: center;">
```

```
21  
22  
23 <td nowrap>&nbsp;<a href="http://demo.icdevgroup.org/i/demo1/ord/basket.html?id=AyERqK2u" title=""  
class=toplink>Cart</a>&nbsp;</td><td>-</td>
```

```
24  
25  
26 <td nowrap>&nbsp;<a href="http://demo.icdevgroup.org/i/demo1/help.html?id=AyERqK2u" title=""  
class=toplink>Help</a>&nbsp;</td><td>-</td>
```

```
27  
28  
29 <td nowrap>&nbsp;<a href="http://demo.icdevgroup.org/i/demo1/contact.html?id=AyERqK2u" title=""  
class=toplink>Contact us</a>&nbsp;</td><td>&nbsp;&nbsp;&nbsp;</td>
```

```
30  
31  
32 </tr>  
33 </table>
```

```
34  
35  
36 </td>
```

```
37 </tr>
```

```
38 <!-- menu bar along the top --->
```

```
39 <tr>
```

```
40 <td colspan="2">
```

```
41 <div width="100%" class="navigation_bar"><script language="JavaScript1.3">
```

```
42 var top_timeoutCode = -1;
```

```
43 var top_mydiv = 'catalog/top_flyout';
```

```
44 var top_lines = new Array;
```

```
45 var top_PARENT_FLD = 1;
```

```
46 var top_MV_LEVEL = 2;
```

```
47 var top_MV_CHILDREN = 3;
```

```
48 var top_MV_INCREMENT = 4;
```

```
49 var top_PAGE = 5;
```

```
50 var top_FORM = 6;
```

```
51 var top_NAME = 7;
```

```
52 var top_DESCRIPTION = 8;
```

```
53 var top_IMG_UP = 9;
```

```
54 var top_IMG_DN = 10;
```

```
55 var top_IMG_SEL = 11;
```

```
56 var top_TARGET = 12;
```

```
57 var top_OPEN = 13;
```

```
58 top_lines[0] = [1, '', 0, 0, 1, 'http://demo.icdevgroup.org/i/demo1/index.html?bread_reset=1&id=AyERqK2u', 'bread_reset=1',  
'Home', 'The home page of this catalog', '', '', '', ''];
```

```
59 top_lines[1] = [2, '', 0, 0, 2, 'http://demo.icdevgroup.org/i/demo1/login.html?id=AyERqK2u', 'Log&nbsp;&nbsp;&nbsp;In', 'Sign on!']
```



```

1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4     <meta charset="iso-8859-1">
5     <title>Standard Store -- Welcome</title>
6     <link rel="stylesheet" href="/strap/bootstrap/css/bootstrap.min.css">
7     <link rel="stylesheet" href="/strap/bootstrap/css/bootstrap-responsive.min.css">
8     <link rel="stylesheet" href="/strap/css/strap.css">
9
10    <meta name="viewport" content="initial-scale=1.0, width=device-width">
11
12 </head>
13 <body>
14
15 <div class="container-fluid">
16     <div class="row-fluid">
17         <a href="http://josh.perusion.com/c/strap/?id=AfEcsBaR">
18     </a>
19         <div class="navbar">
20             <div class="navbar-inner">
21                 <div class="container">
22                     <!--START MENU-->
23 <ul id="catalog_top" class="nav" style="" >
24
25             <li class="">
26                 <a href="http://josh.perusion.com/c/strap/?id=AfEcsBaR" title="The home page of this catalog"
27 class="" >Home</a>
28
29             </li>
30
31             <li class="">
32                 <a href="http://josh.perusion.com/c/strap/login.html?id=AfEcsBaR" title="Sign on!" class="" >Log
33 In</a>
34
35             <ul class="dropdown dropdown-menu">
36
37                 <li class="">
38                     <a href="http://josh.perusion.com/c/strap/logout.html?keep_values=1&id=AfEcsBaR" title="" class=""
39 >Logout and keep name/address</a>
40
41                 <!-- level:0 -->
42             </li>
43         </ul>

```

mobile checkout comparison

The image compares a desktop checkout form (left) with a mobile checkout form (right) for a shipping address. The desktop form is titled 'Shipping Address' and includes fields for First Name, Company, Address, City, State/Province (a dropdown menu), Zip/Postal Code, Email Address, Country (a dropdown menu), Residential? (radio buttons for No and Yes), and Daytime Phone. It also features a checkbox for 'Billing is same as shipping address' and navigation buttons for '<-- Back' and 'Next -->'. The mobile form is a simplified version with fields for *First name, *Last name, Company name (optional), *Address line 1, Address line 2 (optional; Apt, Suite or Floor), and *City. A note at the top of the mobile form states 'We need the **bold fields** to process your order'.

Shipping Address

First Name

Company

Address

City

State/Province --select state--

Zip/Postal Code

Email Address

Country

Residential? ☒ No ☐ Yes

Daytime Phone

We need the **bold fields** to process your order

☐ Billing is same as shipping address

<-- Back Next -->

We need the **bold fields** to process your order

* **First name**

* **Last name**

Company name

(optional)

* **Address line 1**

Address line 2

(optional; Apt, Suite or Floor)

* **City**

Bootstrap

Sleek, intuitive, and powerful front-end framework for faster and easier web development.

[Download Bootstrap](#)[GitHub project](#)[Examples](#)[Extend](#)[Version 2.3.2](#)[Star](#) 58,485[Fork](#) 20,147[Follow @twbootstrap](#)[Tweet](#)

Introducing Bootstrap.

Global styles >

Grid system >

Fluid grid system >

Layouts >

Responsive design >

Fluid grid system

Live fluid grid example

The fluid grid system uses percents instead of pixels for column widths. It has the same responsive capabilities as our fixed grid system, ensuring proper proportions for key screen resolutions and devices.



Basic fluid grid HTML

Make any row "fluid" by changing `.row` to `.row-fluid`. The column classes stay the exact same, making it easy to flip between fixed and fluid grids.

```
1. <div class="row-fluid">
2.   <div class="span4">...</div>
3.   <div class="span8">...</div>
4. </div>
```

strap features and changes

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Hand Tools

SEARCH[Advanced Search](#)

[Explode tree](#)
[Collapse tree](#)

- ☒ Hand Tools
- ☒ Hardware
- ☒ Ladders
- ☒ Measuring Tools
- ☒ Painting Supplies
- ☒ Safety Equipment
- ☒ Tool Storage

Product

SKU

Stock

Price

Qty

Buy

Brushes

[Brush Set](#)

os28009

Yes

\$9.99

[BUY NOW](#)[Hand Brush](#)

os28108

Yes

\$5.99

[BUY NOW](#)

Hammers

[Framing Hammer](#)

os28044

Yes

\$19.99

[BUY NOW](#)[Mini-Sledge](#)

os28073

No

\$24.99

[BUY NOW](#)[Modeling Hammer](#)

os28075

Yes

\$14.99

[BUY NOW](#)[Rubber Mallet](#)

os28074

Yes

\$24.99

[BUY NOW](#)

Hand Planes

[The Blade Hand Planer](#)

os28080

Yes

\$19.99

[BUY NOW](#)

Hand Saws

[Deluxe Hand Saw](#)

os28072

Yes

\$17.99

[BUY NOW](#)

```

Sub ncheck_category <<EOS
sub {
  my ($name) = @_;
  return unless $name =~ m{^[A-Z]};

  my $xmoz = $Tag->env('HTTP_X_MOZ');
  if($xmoz eq 'prefetch') {
    ## fail to deliver page if Firefox is prefetching, as they will send 2nd request and mess up paging
    return $Tag->deliver({ location => '/prefetch-not-allowed', type => 'text/html' });
  }

  my ($prod_group, $category, $page) = split m{/}, $name;
  my $a_prod_group = $prod_group;
  my $a_category = $category;
  for($prod_group, $category) {
    s,-, ,g;
    s,-,~ ,g;
    s,:,:,/ ,g;
  }
  my ($search, $o);
  my $limit = $Variable->{MV_DEFAULT_MATCHLIMIT} || 50;
  my $more_link = $a_prod_group;
  if($category && $category !~ /\^([0-9]+|Next|Previous)$/ ) {
    $more_link .= '/' . $a_category;
  }
  else {
    $page = $category;
    $category = undef;
  }
  #Debug("prod_group = $prod_group, category = $category, page = $page");

  if($page) {
    my $first_match = $Values->{mv_first_match} || 0;
  #Debug("first_match starts with = $first_match");
    if($page =~ /[0-9]+/) { $first_match = ($page - 1) * $limit; }
    elsif($page eq 'Next') { $first_match += $limit unless $Scratch->{did_order}; }
    elsif($page eq 'Previous') { $first_match -= $limit unless $Scratch->{did_order}; }
    else { $first_match = 0; }
    $search->{fm} = $first_match > 0 ? $first_match : 0;
  #Debug("first_match = $first_match, limit = $limit");
  }
  else {
    $search->{fm} = 0;
  }

  if($a_prod_group eq 'All-Products') {
    $search->{ra} = 1;
    $search->{tf} = [ 'category', 'description' ];
  }
  else {
    $search->{co} = 1;
    $search->{sf} = [ 'prod_group', 'category' ];
    $search->{op} = [ 'eq', 'eq' ];
  }
}

```



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[Products](#) - [Cart](#) - [Help](#) - [C](#)

[Home](#) - [Log In](#) - [Your Cart](#) - [Check Out](#) - [About Us](#) - [Language](#) -

[Hardware](#) > [Measuring Tools](#) > [Painting Supplies](#) > [Safety Equipment](#) > [Hand Tools](#) > [Search results](#)

SEARCH

[Advanced Search](#)

[Collapse tree](#)

[Hand Tools](#)

[Hardware](#)

[Ladders](#)

[Measuring Tools](#)

[Painting Supplies](#)


[Safety Equipment](#)

[Tool Storage](#)

Product	SKU	Stock	Price	Qty	Buy
Pliers					
Electricians Plier Set	os28062	Yes	\$24.99	<input type="text"/>	BUY NOW
Mechanics Pliers	os28065	Yes	\$18.99	<input type="text"/>	BUY NOW
Shears					
Hedge Shears	os28111	Yes	\$19.99	<input type="text"/>	BUY NOW
Mighty Mouse Tin Snips	os28110	Yes	\$14.99	<input type="text"/>	BUY NOW
Shovels					
Garden Shovel	os28112	Yes	\$13.99	<input type="text"/>	BUY NOW
Mini-Spade	os28109	Yes	\$24.99	<input type="text"/>	BUY NOW
Wrenches					
Mechanics Wrench Set	os28064	Yes	\$19.99	<input type="text"/>	BUY NOW


Specials

Painters B



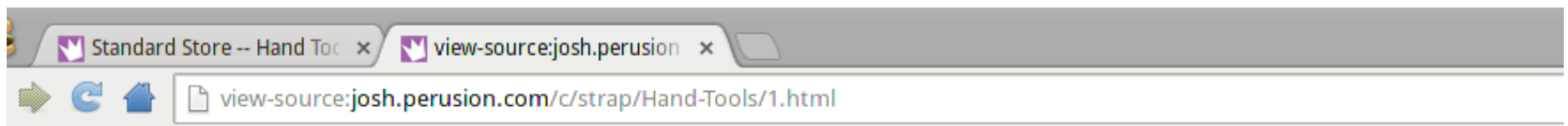
Our Price:

Mechanics V



Our Price:

[Buy List](#)



```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="iso-8859-1">
  <title>Standard Store -- Hand Tools</title>
  <link rel="stylesheet" href="/strap/bootstrap/css/bootstrap.min.css">
  <link rel="stylesheet" href="/strap/bootstrap/css/bootstrap-responsive.min.css">
  <link rel="stylesheet" href="/strap/css/strap.css">



  <meta name="viewport" content="initial-scale=1.0, width=device-width">

  <link rel="next" href="http://josh.perusion.com/strap/c/strap/Hand-Tools/2.html">
  <link rel="canonical" href="http://josh.perusion.com/strap/c/strap/Hand-Tools.html">

</head>
<body>
```

Standard Store password reset



From **Standard Store** 
To **test@jlavin.com** 
Date **Today 9:58 am**

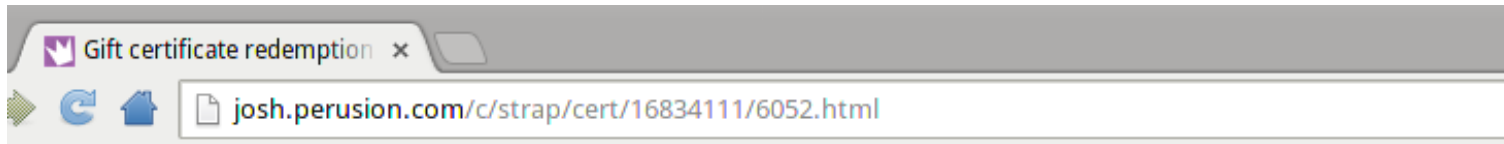
Someone (maybe you) asked to reset the password for this member:

Email: test@jlavin.com

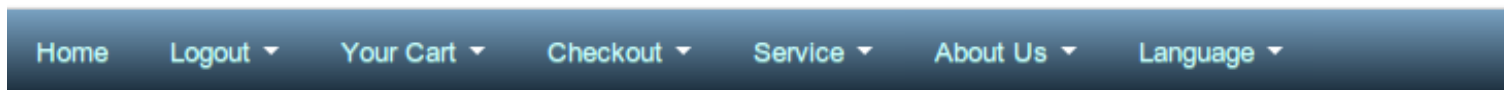
To reset your password visit the following address; otherwise ignore this email and nothing will happen.

http://josh.perusion.com/c/strap/query/pw_reset?u=u00001&x=13092812&k=31368d3880c900894ed6

Thank you,
Standard Store



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Gift Certificate Redemption

- You have a gift certificate for \$10.00!



Recalculate

Subtotal:	\$17.99
Sales Tax:	\$0.00
Shipping (UPS Ground)	\$4.58
TOTAL:	\$22.57
Less paid by Gift Certificates:	-\$10.00
To Be Charged:	\$12.57

Address

Ship and bill to:

Charles Kirk
Auto Exchange Express
123 Exchange Dr.
Seattle, WA 34987
US
Phone: 360-111-1234

Your receipt will be sent to: kirk@icdevgroup.net [change](#)

Payment Information

Payment Method Credit Card ▼

Gift certificates ☒ Apply gift certificate 16834111 for \$10.00

*** Credit card number**

4111 1111 1111 1111

(spaces or dashes are OK)

Stock Alerting

Please complete the form below and we will contact you once the item you have selected becomes available. This is a complementary feature and you are not in any way obligated to purchase the item.

Electricians Tool Belt

Contact Information

Your Name

*** Email Address**

Notify me

Shipping Address (primary)

[Login](#)

to pre-fill this information. Or, [create an account with us](#) (optional).

*We need the **bold fields** to process your order*

*** First name**

*** Last name**

Company name

(optional)

*** Address line 1**

Address line 2

(optional; Apt, Suite or Floor)

*** City**

*** State/Province**

--select state--



*** ZIP/Postal code**

(example: 12345 or 12345-7890 or A1B2C3)

Country

United States



*** E-mail address**

(example: name@domain.com)

*** Phone**

(example: 202-555-1212 or 44-22-555-1212)

Address

Ship and bill to:

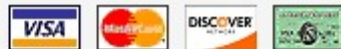
Josh Lavin
123 Main St
Anywhere, OR 97700
US

Payment Information

Payment Method

* Credit card number

(spaces or dashes are OK)



* Security code

[where is it?](#)

* Expiration date



Place Order



Please Log In

What is your email address?

My email is:

Has your email address changed? Login with your old email address, then you can update it from "Your Account."

Do you have an Standard Store password?

☐ No, I am a new customer.

☒ Yes, I have a password:

[Lost your password?](#)

Log In

```
[tmp page_title]__COMPANY__ -- [L]About Us[/L][ /tmp]
[tmp display_class]leftonly[ /tmp]
[tmpn editable]1[/tmpn]
```

```
[control reset=1]
```

```
[control-set]
```

```
[component]search_box_small[ /component]
[/control-set]
```

Product List

[Hand Tools ...](#)[Hardware ...](#)[Ladders ...](#)[Measuring Tools ...](#)[Other](#)[Painting Supplies ...](#)[Safety Equipment ...](#)[Tool Storage ...](#)

Please [contact us](#) if you have any questions for us.

This is a demo store. If you would like further information on how you can build a store or how you can get custom services, please [visit our web site](#).

Or send an e-mail to: sales@perusion.com.

Catalog based on Interchange Standard template, as distributed with [Interchange](#).

Specials

Disposable Brush Set



Our Price: **14.99**

Framing Hammer



Our Price: **19.99**

Rubber Mallet



Our Price: **24.99**

The Claw Hand Rake



Our Price: **14.99**

3' Step Ladder



Our Price: **44.99**



POWERED BY
interchange

[Admin](#)

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[Edit page data](#)[Go to Admin](#)

<h1>[L]About Us[/L]: __COMPANY__!!</h1>

<p>

[msg arg.0="<a href='[area contact]'" arg.1=""]Please %scontact us%s if you have any questions for us.[/msg]

</p>

<p>

[msg arg.0="" arg.1=""]This is a demo store. If you would like further information on how you can build a store or how you can get custom services, please %svisit our web site%s.[/msg]

</p>

<p>

[L]Or send an e-mail to[/L]: sales@perusion.com.

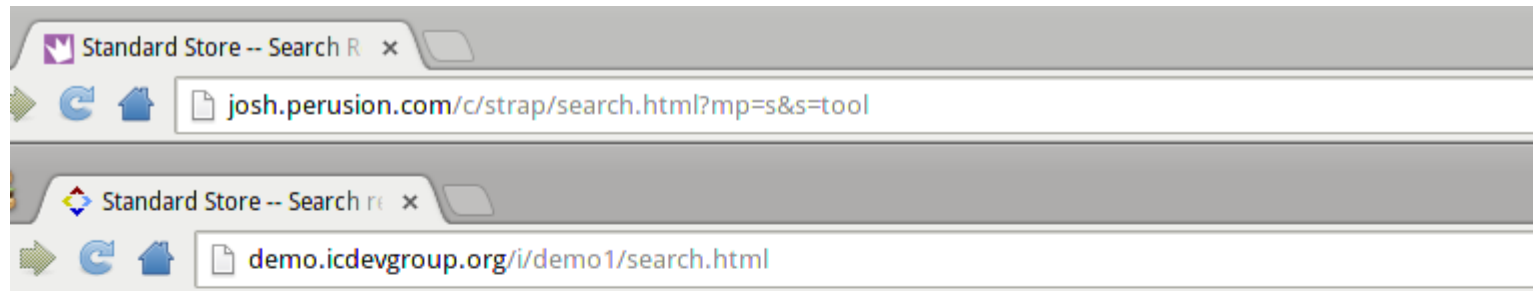
</p>

<p>

[msg arg.0="<a href='@_INTERCHANGE_URL_@'" arg.1=""]Catalog based on Interchange Standard template, as distributed with %sInterchange%s.[/msg]

</p>

Change



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asuring Tools > Painting Supplies > Safety Equipment > Hand Tools > Search results

		Product	SKU	Stock	Price	Qty	Buy
		Brushes					
SEARCH Advanced Search	Product tree Collapse tree	<u>Brush Set</u>	os28009	Yes	\$9.99	<input type="text"/>	<input type="button" value="BUY NO"/>
		<u>Hand Brush</u>	os28108	Yes	\$5.99	<input type="text"/>	<input type="button" value="BUY NO"/>
		Hammers					
	and Tools ardware adders asuring Tools	<u>Framing Hammer</u>	os28044	Yes	\$19.99	<input type="text"/>	<input type="button" value="BUY NO"/>



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[Measuring Tools](#) > [Painting Supplies](#) > [Safety Equipment](#) > [Hand Tools](#) > [Search results](#)

	Product					Buy	Specials
	Product	SKU	Stock	Price	Qty		
<div>SEARCH</div> <div>Advanced Search</div>	Brushes						
	Brush Set	os28009	Yes	\$9.99	<input type="text"/>	<div>BUY NOW</div>	<div>Mechanics 1</div> <div></div>

summary

- Available now at GitHub
 - github.com/perusion/strap
- Free, GPL
- Patches welcome
- More features coming soon...