



SIMIAN systems

SiteShop 2 User Manual

Sitellite Professional Edition

Introduction

SiteShop 2 is a full-featured e-commerce/shopping cart for Sitelite which includes product and order management as well as many advanced marketing and promotional features, including sales, featured products, promo codes, checkout offers, order notifications and tracking links and more.

SiteShop also manages availability on both the product and product-option levels, allowing you to specify that a particular option is sold out when the other options are still available.

For shipping, SiteShop allows you to specify a shipping amount for each item as well as a base shipping cost per order, an optional maximum shipping cost per order, and an optional order total above which shipping is free (as a special offer).

SiteShop integrates with Paypal for payment processing, which is the most popular online payment processor for small-to-medium sized websites. SiteShop is highly customizable and can easily be made to work with additional payment providers.

Installation

SiteShop comes pre-installed in Sitelite Professional Edition, however it still requires your Paypal account to be configured to work with SiteShop. To do this, log into Paypal and go to Profile under the My Account tab. Next, under Selling Preferences go to Website Payment Preferences. Here you will need to change three options. The first is to turn the Auto Return setting to On. Next, enter the following URL into the Return URL field:

<http://www.example.com/siteshop-checkout-action?step=success>

Make sure to change *www.example.com* to your own website domain name. And lastly, turn the Paypal Account Optional setting to Off. This setting prevents the Auto Return from functioning correctly. All other settings can be left as their defaults.

Logging In

To access the SiteShop login screen, first log into Sitelite then enter the *Control Panel*. From here, you will see SiteShop under the *Tools* menu in the top right of the screen.

Alternately, you can access SiteShop directly by going to the following address and entering your Sitellite username and password:

<http://www.example.com/index/siteshop-admin-action>

Simply change *www.example.com* to your own website domain name.

Menu Overview

Once logged into SiteShop, you will see a series of tabs across the top of the application. These are:

1. Overview
2. Products
3. Orders
4. Sales
5. Checkout Offers
6. Promo Codes
7. Categories
8. Settings
9. Help

This manual will follow the menu tabs for documenting the SiteShop 2 user interface, then add some additional configuration and customization information at the end.

Overview screen

When you first log into SiteShop, you will see the Overview screen. The overview screen provides a high-level view of the site's orders and sales stats as well as quick links to add or view products, orders, sales, categories and checkout offers.

Products

The Products screen is where you will manage products and product options in SiteShop. The main screen allows you to view and search all existing products by their SKU, name or description, category, availability, sorting weight, status and access level. You can also sort products in the list by SKU, name, price, shipping, quantity, sorting weight and category.

To add a new product, click the Add Product link at the top left. Next to that is the Product Options link which lets you manage the available options for all products.

Each product has the following fields:

1. SKU - Used for internal tracking and order management/fulfillment purposes, SiteShop uses its own unique numeric ID for each product as well.
2. Product Name - This will appear in the product list screens, product details as well as the URL of the product page for SEO purposes.
3. Price
4. Up to 3 categories
5. Product Details - SiteShop allows you to enter as many details for each product as you wish through the Xed WYSIWYG editor.
6. Shipping - The cost of shipping for this item
7. Availability - The product's availability and how fast it is expected to ship (e.g., "Usually ships in 1-2 business days")
8. Quantity - How many of this item are in stock. A value of -1 sets it to unlimited, otherwise SiteShop will manage this value and automatically change the product's availability when the quantity reaches zero
9. Sorting Weight - This allows you to mark an item as a special, on sale, hot seller or featured product, which also bumps it up in the product list on the public website
10. Taxable - Whether this product is taxable or not (foods for example are non-taxable in many regions)
11. Keywords - Keywords for search engines
12. Description - Description for summary pages and search engines

13. Up to 6 product images
14. Status, access level and other Sitelite permission fields, including the publish on and archive on capabilities to automatically publish or archive a product on a certain date/time.

When you're ready to create a product, simply click the *Create* button.

Modifying a product

To change the properties of a product, from the *Products* screen, click on the product's name or SKU. This will bring up a form similar to the *Add Product* form which allows you to change all the same properties of the product.

Deleting a product

To delete a product, check it off in the list then click on the red X icon at the top of the list. SiteShop will prompt you to confirm your decision and then will proceed to delete the product from the database.

Product options

Each product option has a name (e.g., small, medium, large, or red, green, blue), an option group (e.g., size, colour, etc.), extra info, an image (helpful for colours for clothing, for example) and a sorting weight (otherwise they show alphabetically).

To assign an option to an individual product, click on the options icon next to the SKU of that product in the main product list. From there, all options are presented as a list with checkboxes. You can also mark an option as "sold out/unavailable" from this screen.

Orders

Orders are presented in a similar list-style view as products, and are sortable by order number, customer name, status, date/time, subtotal, shipping, taxes and total values. You can also search order by their number, customer name, contents and status.

Orders can be exported in CSV format for importing into external accounting or spreadsheet software. You can export all orders at once or only orders with a particular status.

To view an order's details, click on the order number or customer name. You can also delete an order in the same way as deleting a product.

Order details

The order details screen shows the shipping and billing addresses side-by-side at the top, with a form to update the shipping status under the shipping address. You can include a tracking link so the customer can track their shipment, and they will receive an automatic email notification for each status update.

Below that is the status history, which shows the date and time of each status change for that order. Below that are the items in the order, their quantities and the order totals.

In addition to exporting orders from the main order list screen, you can also print the order details screen which generates a printer-friendly version of the page that is even suitable for uses as a sales receipt.

Sales

SiteShop allows you to run sales for different times of the year. Each sale has a name, a start date, an end date, and a list of products and their sale price.

The currently active sale will appear in bold in the sale list screen.

Checkout offers

SiteShop allows you to include one or more special offers during the checkout process, which can include an optional one-time discount for the customer if they add the product at that time. This enables you to upsell more effectively.

Promo codes

SiteShop lets you create a variety of discount offers based on promo codes, which can give customers a percentage discount or a specific discount (e.g., \$5 off coupons). Promo codes can automatically expire after a specified date for limited-time offers.

Categories

Under the *Categories* tab, you can add and delete product categories for the public-facing site, as well as see which products are in each category.

Settings

SiteShop 2 has many settings which can be controlled from the *Settings* tab. These include:

1. Store Name
2. Paypal ID - Your Paypal account ID for payment processing
3. Email order notices - An email address that should receive email notifications of new sales
4. Local currency code - The currency code of your store (e.g., USD, CAD, GBP, EUR, etc.)
5. Base shipping for all items
6. Max shipping on orders (optional)
7. Free shipping on orders over (optional)
8. Taxes - This allows you to configure multiple taxes depending on your region. For example in Manitoba, PST is 7% and GST is 5%, so our taxes would be defined as:

PST 0.07
GST 0.05
9. Default thumbnail image - For products without images
10. Default CSS stylesheet - For controlling the look and feel of the product and category pages for visitors
11. Page alias - A page that SiteShop is linked into in the website
12. Below page - A page that SiteShop should appear below in the website hierarchy (when browsing product and category pages)
13. Page template - A template to use for the product and category pages
14. Checkout template - A template to use for the checkout pages
15. Alternate index (box) - A Satellite box that overrides the main SiteShop index page display
16. Alternate product page (box) - A Satellite box that overrides the SiteShop product details page display

17. Alternate product category page (box) - A Sitellite box that overrides the SiteShop product category display
18. Customer registration return email address

Goal tracking

SiteShop can be integrated with Google Analytics or other website traffic analysis packages for tracking conversions and goals simply by copying and pasting the following addresses into those applications:

View Cart

<http://www.example.com/siteshop-cart-action>

Order Confirmation

<http://www.example.com/siteshop-checkout-action?step=success>

Customizing the public pages

SiteShop's public display can be customized in several ways, by creating a custom CSS stylesheet for the display, changing the templates used to display the products, categories and cart pages, or overriding the product details, categories and index pages.

Using a custom stylesheet

To override the default CSS stylesheet, edit your SiteShop settings and change the location of the CSS stylesheet. The default in *inc/app/siteshop/html/style.css* can serve as a basis for your customizations, showing you many of the common CSS selectors for referring to the various HTML elements in the SiteShop output.

For additional HTML elements, you can view the source of each page as you're customizing your stylesheet and refer to the HTML elements in the source. SiteShop uses fairly simple HTML so that it can easily be customized in this manner.

Using a custom template

To specify a different page template for your shopping cart, edit your SiteShop settings and change the *Page Template* and/or *Checkout Template* settings. Make sure the template exists in your global template set.

Overriding the default boxes

Override the main SiteShop screens with your own custom boxes is a powerful way to add custom code to your shopping cart and its display without modifying any of the SiteShop code itself. Using the SiteShop API, you can implement customizations both small and large and then point SiteShop to your customizations through the *Alternate* settings in the SiteShop admin interface.

For example, if you created an app called “mysite” and created a “product” box inside of it using the SiteShop API, you could point SiteShop to it by entering “mysite/product” into the *Alternate Product Page* setting.

Often a good starting point for customizations is to refer to SiteShop’s own PHP code, since it uses the same API throughout.

Extending SiteShop - The SiteShop API

SiteShop 2 features a powerful API for extending your shopping cart in any way you need. The API is based on Sitellite’s saf.Database.Generic package which automatically generates standard methods for CRUD (Create, Read, Update, Delete) operations, as well as extensions for managing the relations between object types (e.g. a product and its categories). Cascading on deletes, permissions, and multilingual compatibility are all built-in features of this API as well.

The basic objects and their methods are as follows:

Product

- add (\$struct) -> \$id
- modify (\$id, \$struct) -> boolean
- remove (\$id) -> boolean
- find (\$options_array) -> array of result objects
- setCategory (\$category) -> \$category
- unsetCategory (\$category) -> boolean
- getCategories (\$id) -> array of categories
- setSale (\$sale) -> \$sale

- unsetSale (\$sale) -> boolean
- getSales (\$id) -> array of sales
- getThumbnail (\$id) -> thumbnail link
- getImages (\$id) -> array of image links
- selectAll () -> array of all products
- featured (\$limit) -> array of featured products
- getPrice (\$id) -> sale or regular price
- updateQuantity (\$id, \$quantity) -> boolean
- taxable (\$id) -> boolean
- getAllOptions () -> array of options for the current product
- getVisibleOptions () -> array of visible options for the current product

Category

- add (\$struct) -> \$id
- modify (\$id, \$struct) -> boolean
- remove (\$id) -> boolean
- find (\$options_array) -> array of result objects
- setProduct (\$product) -> \$product
- unsetProduct (\$product) -> boolean
- getSortedProducts (\$id) -> array of products

Order

- overview () -> overview of order list
- addProduct (\$product) -> boolean

- `recordStatus ()` -> boolean, updates the order status
- `getHistory ()` -> array of order status history
- `getDetails ($id)` -> array of order details for the specified order

Option

- `add ($struct)` -> \$id
- `modify ($id, $struct)` -> boolean
- `remove ($id)` -> boolean
- `find ($options_array)` -> array of result objects
- `getImage ()` -> image link for the current option

Sale

- `add ($struct)` -> \$id
- `modify ($id, $struct)` -> boolean
- `remove ($id)` -> boolean
- `find ($options_array)` -> array of result objects
- `loadCurrent ()` -> loads the current sale into the \$sale object
- `top ($limit)` -> top products for the current sale
- `all ()` -> all products for the current sale

Promo

- `add ($struct)` -> \$id
- `modify ($id, $struct)` -> boolean
- `remove ($id)` -> boolean
- `find ($options_array)` -> array of result objects
- `code ($code)` -> tests a promo code, returns its details if found

CheckoutOffer

- add (\$struct) -> \$id
- modify (\$id, \$struct) -> boolean
- remove (\$id) -> boolean
- find (\$options_array) -> array of result objects

API usage examples

The following are simple examples that show you how to import and interact with the SiteShop developer API.

1. Get a list of all product categories, sorted alphabetically:

```
<?php

// import the SiteShop API
loader_import ('sishop.Objects');

// create a new category object and do a find() on it
$c = new Category ();
$c->orderBy ('name asc');
$list = $c->find (array ());

// output the returned category list
foreach ($list as $category) {
    echo $category->name . '<br />';
}

?>
```

2. Get all products for a single category:

```
<?php

loader_import ('sishop.Objects');

$c = new Category ();

// get the products from the specified category
$list = $c->getSortedProducts ($parameters['category_id']);

foreach ($list as $product) {
    echo $product->name . '<br />';
}

?>
```

3. Get the details of an individual product:

```
<?php

loader_import ('sishop.Objects');

$p = new Product ($parameters['product_id']);

// get the details of the product
$product_info = $p->makeObj ();

// get the real product price (including sales)
$price = $p->getPrice ();

// check if the product is on sale
if ($price != $product_info->price) {
    echo 'On sale, only $' . $price . '<br />';
}

// get a thumbnail for this product
$thumbnail = $p->getThumbnail ();

print_r ($product_info);

?>
```

For more information about saf.Database.Generic and its usage, please refer to the tutorials on www.sitellite.org.