PHPCart
The Simple E-Commerce Solution

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Getting Started with Products

Adding "Buy Now" buttons the phpCart E-Commerce System.

phpCart Version: 4.10

Introduction

In this document, we will show you how easy it is to build your phpCart web store.

Building your web store is just a matter of creating web pages to be used as your product pages. You can build as many product pages as you like and can organize them by Categories or Product types. You can start your store off small and add more product pages and individual products at any time.

To add a product, you just create a "Buy Now" button. The "Buy Now" button is composed of standard html code. This html code will contain your product's description, SKU (product code), and price. There are also optional fields that allow you to add quantity, shipping, taxes, currency and a security key.

"Buy Now" buttons can be created using html hyperlinks or html forms. Both techniques will allow your customers to make purchases of your products but html forms will give you the ability to add product options and will give you some layout flexibility in your design.

If you're not experienced in html, that's okay, we have a Button Maker tool (in the Admin Control Panel) to do all this work for you!

You design your product pages with your favorite html editor tool and just drop the "Buy Now" button code into the locations where you want them to be displayed. It's that simple!

Method 1 – Hyperlinks

The Hyperlink method of creating "Buy Now" buttons is the simplest method of defining your products. You just create a traditional hyperlink and append the product definition code to the end of the URL (called a query string).

Like any traditional hyperlink, your link can be either text or an image. A good image to use is a button and we include one to get you started.

Here is how a traditional hyperlink is written when it is pointed at your phpCart directory:

Now we will add the (minimum) values, which are needed by phpCart:

Action: action=add

SKU: id=0001

Description: descr=Blue+T-Shirt

      (replace any spaces with the + sign)

Price: price=15.00

Example 1 (with absolute URL and image button):

<a href="
http://www.yourdomain.com/phpcart/phpcart.php?action=add&id=0001&descr=Blue+T-Shirt&price=15.00"><img src="/images/ buynow_button.gif">

Example 2 (with relative URL and text link):

Buy Now

Notice the correct syntax of the product definition: the URL that points to your phpcart.php page, a "?" to start the query string, and then the sets of fieldname=value strings separated by the "&" symbol.

Some basic rules are:

1. The product definition should be one line of html code.
2. Spaces in the html code will break the query string so substitute the "+" symbol.
3. Since the "&" symbol separates the fieldname=value strings, you cannot use it in your product definitions.
4. The field names must be lower case.

Optional Fields

1. **Quantity:** &quantity (A number. If quantity is not included, it will default to 1)
2. **Weight:** &weight (A number. This is an arbitrary unit which can represent: grams, ounces, pounds or any unit of your choice. If you use this value, all products must use the same unit. The weight can be used to calculate shipping prices.)
3. **Shipping:** &shipping (A number. The shipping price can be created by the entire cart, added in the Shipping section of the Admin Control Panel or can be created on a product by product basis. This shipping number is a price for shipping this product. If you use shipping by product, this shipping price will be multiplied by the quantity purchased and then all the shipping values will be added together in the cart to create your total shipping price.)
4. **Shipping1:** &shipping1 (A number. The shipping1 number is a price for shipping the first item of this purchase. If additional quantities of this item are purchased, no further shipping cost will be added unless there is a shipping2 value.)
5. **Shipping2:** &shipping2 (A number. The shipping2 number is a price for shipping that will be added for quantity 2 and above of the same items.)

6. **Currency:** $curr (A currency code selected from the Admin Control Panel currency screen. If currency is not included, it will default to the Primary Currency.)

7. TaxRate: &taxrate (Select from 1, 2, 3. Taxes for this item purchased

Example 3 (with all fields defined)

\\<img src="/images/ buynow_button.gif">\

Minimum Quantities

Using the hyperlink method of creating "Buy Now" buttons also allows you to set a minimum quantity for your customers. To set a minimum quantity, you will modify the price field by adding a comma and the minimum quantity value. When a customer presses the "Buy Now" button, they will be taken to the cart and the quantity field will display your minimum value. If a customer enters a lower value and presses the Recalculate button, the minimum quantity will still be displayed.

Example 4 (with minimum quantity set to 2)

\<a href="
http://www.yourdomain.com/phpcart/phpcart.php?action=add&id=0001&descr=Blue+T-Shirt&price=15.00,2">\<img src="/images/ buynow_button.gif">\

Quantity Discounts

Using the hyperlink method of creating "Buy Now" buttons also allows you to set quantity discounts for your customers. To set quantity discount values, you will modify the price field using sets of price and quantity ranges in the format of price,quantity. Notice the comma, which separates the price and quantity field. To set additional quantity discount ranges, insert a colon ":" between each price/quantity set. You can have unlimited sets of price ranges.

Example 5 (price 15.00 for purchases of 1 = 5 items and a price of 12.00 for purchase over quantity 6 or more)
&price=15.00,1:12.00,6

Example 6 (price 15.00 with minimum purchase of 2 and a discounted price of 12.00 for purchase of quantity 6 or more)
&price=15.00,2:12.00,6

When a customer presses the "Buy Now" button, they will be taken to the cart and the quantity field will display your minimum value. If a customer enters a lower value and presses the Recalculate button, the minimum quantity will still be displayed.

Example 7 (complete example with quantity discounts)
<a href="
http://www.yourdomain.com/phpcart/phpcart.php?action=add&id=0001&descr=Blue+T-Shirt&price=15.00,1:12.00,6"><img src="/images/buynow_button.gif">

Method 2 – HTML Forms

You can use HTML forms to define your "Buy Now" buttons. The HTML form fields will be the same ones used in the hyperlink method.

Like any traditional HTML FORM, your "Buy Now" button can be either a form created text button or you can define image for your button.

In addition, you will also be able to add unlimited product options with drop down boxes, checkboxes or radio buttons.

These are the minimum values, which are needed by phpCart:

Action: name="action" value="add"

SKU: name="id' value="0001"

Description: name="descr" value="Blue T-Shirt"

Price: name="price" value="15.00"

Example 8 (minimum form definition with form created button):

```
<form action="phpcart.php" method="post">
<input type="hidden" name="action" value="add">
<input type="hidden" name="id" value="0001">
<input type="hidden" name="descr" value="BlueT-Shirt ">
<input type="hidden" name="price" value="15.00">
<input type="submit" value="Buy Now">
</form>
```

Some basic rules are:
1. The "action" field in the opening form definition needs to point to the main program:
   action="phpcart.php"
2. The "Buy Now" button is created by a traditional form field:
   <input type="submit" value="Buy Now">

3. You can add your own images for the "Buy Now" button. Just upload the images to your web server and then use this definition:

   `<input type="image" src"images/buynow_button.gif">`

Minimum Quantities

Using the HTML Form method of creating "Buy Now" buttons also allows you to set a minimum quantity for your customers. To set a minimum quantity, you will modify the price field by adding a comma and the minimum quantity value. When a customer presses the "Buy Now" button, they will be taken to the cart and the quantity field will display your minimum value. If a customer enters a lower value and presses the Recalculate button, the minimum quantity will still be displayed.

Example 9 (with minimum quantity set to 2)

`<input type="hidden" name="price" value="15.00,2">`

Quantity Discounts

Using the HTML Form method of creating "Buy Now" buttons also allows you to set quantity discounts for your customers. To set quantity discount values, you will modify the price field using sets of price and quantity ranges in the format of price,quantity. Notice the comma, which separates the price and quantity field. To set additional quantity discount ranges, insert a colon ":" between each price/quantity set. You can have unlimited sets of price ranges.

Example 10 (price 15.00 for purchases of 1 = 5 items and a price of 12.00 for purchase over quantity 6 or more)

`<input type="hidden" name="price" value="15.00,1:12.00,6">`

Example 11 (price 15.00 with minimum purchase of 2 and a discounted price of 12.00 for purchase of quantity 6 or more)

`<input type="hidden" name="price" value="15.00,2:12.00,6">`

When a customer presses the "Buy Now" button, they will be taken to the cart and the quantity field will display your minimum value. If a customer enters a lower value and presses the Recalculate button, the minimum quantity will still be displayed.

Example 12 (complete example with quantity discounts)

<form action="phpcart.php" method="post">

<input type="hidden" name="action" value="add">

<input type="hidden" name="id" value="0001">

<input type="hidden" name="descr" value="BlueT-Shirt ">

<input type="hidden" name="price" value="15.00,1:12.00,6">

<input type="submit" value="Buy Now">

</form>

Options

Using HTML Forms, you can create a wide range of product options using drop down boxes, checkboxes or radio boxes. You can also add prices to individual options and you can make an option mandatory.

You can create an unlimited set of options for your products.

Drop Down Boxes

To create options using drop down boxes, you would use the html form field, select. When creating the drop down box, the form field will be: option[] (the "[]" symbols means the option is an array of values)

Here is a simple example:

```
<select name="option[]">
  <option value="small">Small</option>
  <option value="medium">Medium</option>
  <option value="large">Large</option>
</select>
```

Using a price adder with a drop down box option:

To add a price to an option, just add a colon ":" and the option price after the option value. This option price will be added to the product price.

```
<option value="large:5.00">Large</option>
```

Making a drop down box option mandatory:

To make a product option mandatory, just add an exclamation mark before the word option:

```
<select name="!option[]">
```

Check Boxes

To create options using check boxes, you would use the html form field:
name="option" and type="checkbox". If you use multiple checkboxes, you can increment the option value like this:
option1, option2, option2, etc.

Here is a simple example:

Example 16 (options with check boxes)

<input type="checkbox" name="option1" value="Extra Cheese"> Add Extra Cheese

Using a price adder with a checkbox box option:

To add a price to an option, just add a colon ":" and the price adder after the option value. This option price will be added to the product price.

Example 17 (product option with a .50 price adder)

<input type="checkbox" name="option1" value="Extra Cheese:.50"> Add Extra Cheese

Making a drop down box option mandatory:

To make a product option mandatory, just add an exclamation mark before the word option:

Example 18 (mandatory product option)

<select name="!option1">

Radio Buttons

To create options using radio buttons, you would use the html form field:
name="option[]" and type="radio". If you use multiple radio buttons, you can increment the option value like this:

option1, option2, option2, etc.

Here is a simple example:

Example 19 (options with radio buttons)

<input type="radio" name="option1[]" value="Cheddar Cheese"> Add Cheddar Cheese
<input type="radio" name="option1[]" value="American Cheese"> Add American Cheese

Using a price adder with a radio buttons option:

To add a price to an option, just add a colon ":" and the price adder after the option value. This option price will be added to the product price.

Example 20 (product option with a .50 price adder)

<input type="radio" name="option1[]" value="Cheddar Cheese:.50"> Add Cheddar Cheese

Making a drop down box option mandatory:

To make a product option mandatory, just add an exclamation mark before the word option:

Example 21 (mandatory product option)

<select name="!option1[]">

Hyperlink Verification Keys

Anyone with experience on the Internet knows that there are many ways that bad things can happen. With any shopping cart it is possible for someone to tamper with your links and submit orders with incorrect prices or descriptions. The likelihood of this happening to you is slim but anything's possible.

In most cases, you would just refuse any order with an incorrect price and maybe even ban the person from your web site. But in some parts of the world, if an order is submitted and paid for, then legally you must deliver the product.

To address this issue, phpCart supports a security key technique called Hyperlink Verification Keys. The Hyperlink Keys are a hash of your product and/or option information and a secret key imbedded into your own personal copy of phpCart. The Hyperlink Keys are attached to every product and option and are checked each time a product is submitted to your shopping cart.

The phpCart Button Maker will automatically create Hyperlink Keys for you when making buttons. There is also a way to create Hyperlink Keys for products and option "Buy Now" buttons that you manually create.

To turn on the Hyperlink Keys, go to the Admin Control Panel, click the Settings tab and select the Cart Setup option. You will find the "Require Hyperlink Keys" option at the very bottom of the page.

To add the Hyperlink Keys to your "Buy Now" buttons, use the Button Maker to create the key and then add it to your hyperlinks or HTML Forms. Use one of the following formats:

Hyperlink:
&key=a8SKjas7als9iume30kan4

HTML Forms:

<input type="hidden" name="key" value="a8SKjas7als9iume30kan4";

Options:

Drop Down Boxes:

<option value="Large Size:1.00: a8SKjas7als9iume30kan4">Large Size</option>

Check Boxes:

<input type="checkbox" name="option1" value="Large Size:1.00: a8SKjas7als9iume30kan4">Large Size

Radio Buttons:

<input type="radio" name="option1[]" value="Large Size:1.00: a8SKjas7als9iume30kan4">Large Size

Notice that will options, the value field is composed of 3-elements. They are: option name, price and hyperlink key, each separated by a colon ":".