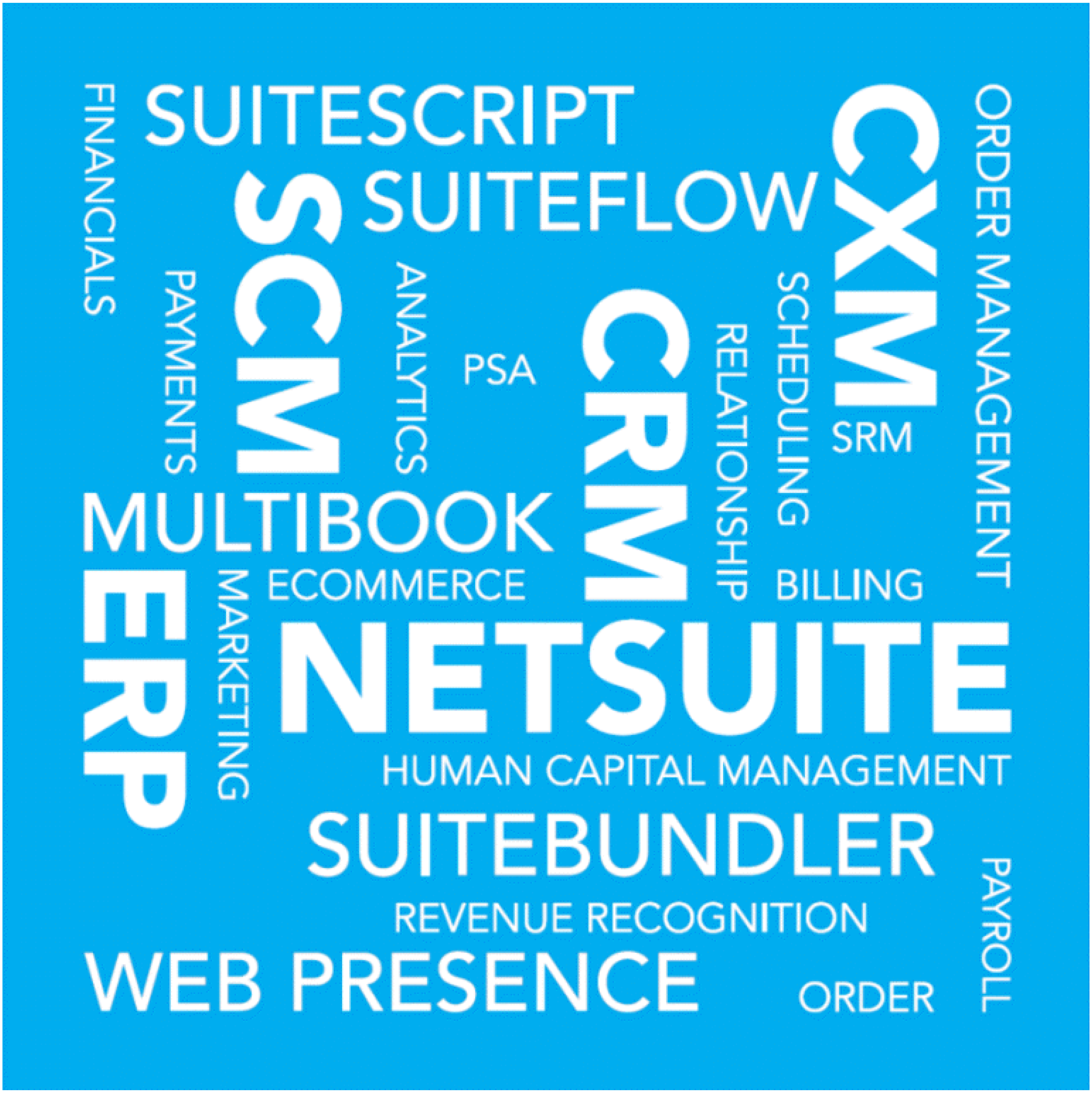
SuiteCommerce Site Builder Guide



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Site Builder Overview

Applies to: Site Builder

Site Builder is the legacy ecommerce solution delivered by NetSuite. It includes access to the SSP application platform, as well as free access to SuiteApps that you can install to add functionality to your web store. To start creating a Site Builder website, read Setting Up Your Site Builder Site.

To set important preferences for your site, such as online order forms and web store shipping preferences, read Web Site Preferences.

To learn more about Site Builder websites, such as different configurations, and required features, read the following topics:

- Site Builder Websites
- Workflow for Setting Up a Site Builder Website or Store
- Enabling Web Store Features

Important: SuiteCommerce Advanced provides a more robust web store solution. For details on differences between Site Builder versus SuiteCommerce Advanced, see Site Builder versus SuiteCommerce Sites.

Site Builder Websites

Whether you chose basic customization, or advanced customization, you can use point-and-click Site Builder tools to accomplish setup tasks. You can track product inventory and sales-related transactions (including returns) in your NetSuite account.

Use the **Content Manager** to add and edit the content in your Site Builder site. For more information, see Using the Site Builder Web Site Content Manager.

When you create your web store, there are several ways to construct the site to address both the needs of your business and the needs of your customers. Building a web store with Site Builder requires little if any knowledge of HTML.

Products

Designing your NetSuite web store begins by customizing product information for online shopping. You can customize descriptions and choose images that appear online.

Some of the item record fields you can configure are:

- names
- descriptions
- online price
- images that appear with items
- meta tags that describe each item
- item page titles
- categories items appear in
- related items

You can also create records for publishing general information, such as contact information, or instructions for making purchases on your web store. NetSuite information items offer you flexibility in communicating with your customers by enabling you to also create e-mail forms, enter text messages and create custom search forms in your site. For more information, see Site Builder Items, Forms, & Images.

Organize Your Web Store

After you have configured item records in NetSuite to display products on your site, you need to set up the organizational structure of your site. Do this by creating tabs (top-level categories) to organize your site. You can group similar items together by the categories you create. Similar categories can be grouped together and displayed on a tab. Customers click the name of a tab to view the categories and items it organizes. NetSuite provides you with default tabs, and you can create your own.

For example, a web store manager creates the following tabs to organize products on the site—Printers, Accessories, Monitors, Computers. Within each tab, categories are created to organize the items displayed on the site. On the Printers tab, the web store manager creates categories for the different types of printers, such as Laser, InkJet, and All-In-One.

For more information, see Site Builder Tabs & Categories.

Website Appearance

From one page in NetSuite, you can configure the look and feel of your web store. You also set preferences for how customers experience your web store and how your store works with your NetSuite account.

NetSuite offers you several basic site themes on the Setup Web Site page that you can use to configure your site's appearance. You can also set the logo for your site, your site's color theme, the text displayed in email messages sent from your site, search preferences and more. For more information, see Site Builder Customization.

> **Note:** The Advanced Site Customization feature is required to customize the basic site themes that come with Netsuite.

Backend Integration

On the Set Up Web Site page, you also control how your site integrates with your back office.

The following represent some of the choices you can make when integrating your site:

- Your default sales order type
- Customer registration requirements
- Shipping information requirements
- Automated order confirmation e-mail customizations

> **Note:** CDN caching is not available for Site Builder websites.

Advanced Customization Site Builder Setup

The **Advanced Site Customization** feature lets you extend basic NetSuite Site Themes, create your own site themes, and use NetSuite's Web Site Tags. You can use HTML to extend the site themes and layouts included in Site Builder. The following tools included in the Advanced Site Customization feature, give you flexibility of design and maintenance. For more information, see Advanced Site Customization.

Site Builder Templates and Themes

Site themes control the look and feel of your site, including the layout of tabs, sidebars, and the headers and footers of pages in your Site Builder web store.

You can customize the basic NetSuite site themes and templates, and you can create your own. Advanced knowledge of HTML is helpful when you create custom item/category templates. For more information, see Customizing Site Themes.

Item Drilldown Template

When you use the Advanced Site Customization feature, you can customize the template that displays detailed item record information on your site. The item detail page is displayed when a shopper clicks on an item on your website to see more information. Similar to creating templates for site themes, you can insert Web Site Tags into your custom HTML to pull information from the item record and display it on your web store. For more information, see Item and Category Templates.

For example, a web store manager can create two item drilldown templates. One generic template that is used for most items, and displays the stock availability. The second is used for bundle items, such as computer packages, and does not include stock availability. Item templates can be specified on individual item records.

Web Site Tags

Use NetSuite Web site tags to apply an advanced level of customization to your website. Web developers who are proficient with HTML are able to use web tags most effectively. For more information, see Web Site Tags.

HTML Hosted in NetSuite

Hosting your HTML files in NetSuite enables you to integrate your existing HTML website pages with your NetSuite account to manage online sales, product inventory, and marketing. The Web Site Hosting feature lets you display HTML content that you create integrated with information from item records in your NetSuite account. You can also use the NetSuite shopping cart, and track information about visitors to your site. For more information, see Website Hosting with Site Builder.

You can use NetSuite Web Site Tags in your custom HTML to control sections of your website pages and to create links to NetSuite-generated pages, such as tabs and categories. You can also use Web Site Tags to pull information from your NetSuite account, such as customer names, links to files in the file cabinet, and information item forms. For more information, see Tags for Use in HTML Pages and Site Templates.

When your website is published to customers, NetSuite Web Site Tags are automatically replaced with content and hyperlinks. When customers place orders in your store, the information is transferred to your NetSuite account.

For example, you may already have a web store that you want to integrate with your NetSuite account. Instead of designing a whole new website, you can add NetSuite Web Site Tags to the HTML content, and then upload your HTML files to the NetSuite file cabinet. Immediately, the existing site is integrated with NetSuite.

External Catalog Site (Web Site Developer's Kit, WSDK)

You can use a hosting service other than NetSuite to organize and publish your site, then integrate that site with the NetSuite shopping cart.

If you are currently hosting your web store with a third party, you can use the Site Builder External Catalog Site feature. This feature activates the Web Site Developer's Kit (WSDK) which enables you to copy NetSuite-generated scripts and paste them into your website HTML. These scripts send and receive product information from your NetSuite account.

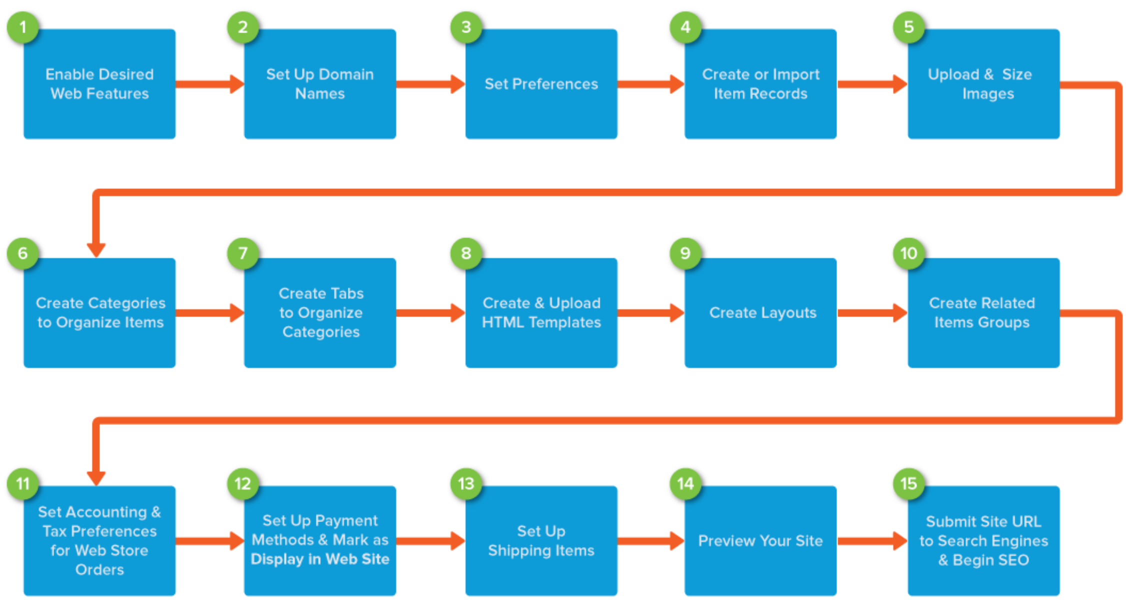
For example, a company that recently purchased NetSuite already has a web store but wants to integrate the store with NetSuite's ERP features. The company uses the External Catalog Site feature to accomplish this. For more information, see External Catalog Site (WSDK) Overview.

Workflow for Setting Up a Site Builder Website or Store

To create a Site Builder website, refer to the steps in the following diagram and table. For more information about creating different types of Site Builder websites, read the following topics:

- Hosting HTML Websites with NetSuite Site Builder
- Setting Up an External Catalog Site
- Site Builder Customization

> **Note:** Unless otherwise noted, all navigation steps in this guide are provided for employees using the E- Commerce Management Center, such as the Store Manager.



Task	For More Information
1. Enable Web Site features. **Note:** An Administrator must complete this step.	For more information, see Enabling Web Store Features.
2. Set up domain names.	Domains in NetSuite
3. Set preferences at Setup > Site Builder > Set Up Web Site.	Web Site Preferences
4. Create or import item records.	Displaying Items and Information

Task	For More Information
Option: Use the Content Manager to add tabs, categories and items.	Using the Site Builder Web Site Content Manager
5. Upload and size images. Tip: Make sure image files are marked Available Without login.	Images
6. Create Categories to organize items.	Creating Site Categories
7. Create Tabs to Organize Categories.	Creating Website Tabs
8. Create and upload HTML templates. If integrating with NetSuite checkout, use Web Site Tags.	Hosting HTML Websites with NetSuite Site Builder Web Site Tags
9. Create Layouts.	Creating and Editing Website Layouts
Option: Advanced Site Customization Create or edit site themes and item/category templates.	Site Builder Customization
Option: Create a Custom Color Theme	Changing Website Color Themes
10. Create Related Items Groups.	Related Items
11. Set accounting and tax preferences for Web store orders at Setup > Accounting > Preferences > Accounting Preferences and Setup > Accounting > Taxes > Set Up Taxes. **Note:** An Administrator or someone with accounting permissions must complete this step.	The following preferences apply to web stores: - Accounting Preferences – Customers Can Pay Online - Set Up Taxes – Charge Sales Tax on Store Orders
12. Set up payment methods (including PayPal), and mark them as Display in Web Site.	Web Store Payments PayPal Integration and Express Checkout
13. Set up shipping items.	Setting Up Shipping
14. Preview your site at Setup > Site Builder > Preview Web Site, and make changes as necessary.	Previewing Your Site Builder Website
15. Submit your site URL to search engines, and begin search engine optimization.	Site Builder Search Engine Optimization (SEO)

Enabling Web Store Features

The features you can turn on in your account depend on the Site Builder product you subscribe to. For information products you can purchase, contact your NetSuite account manager.

Type of Web Store	Requires Advanced HTML Knowledge	Uses Advanced Site Customization Tools	Uses Custom HTML to Generate Web Store Pages	Features to Enable
NetSuite Standard Site	No	Yes	No	Web Site, Web Store, Advanced Site Customization
NetSuite-Hosted HTML Web Store	Yes	Yes	Yes	Web Site, Host HTML Files, Web Store, Advanced Site Customization

Type of Web Store	Requires Advanced HTML Knowledge	Uses Advanced Site Customization Tools	Uses Custom HTML to Generate Web Store Pages	Features to Enable
External Catalog Site (WSDK)	Yes	No	Yes	Web Site, Web Store, External Catalog Site (WSDK)
Combination Web Store	Yes	Yes	Yes	Web Site, Web Store, Advanced Site Customization, Host HTML Files

If you use the Multiple Web Sites, you can create several different types of sites. For example, you can create one hosted site for general information about your company and one combination site available only to wholesalers who can log in and order items. For more information on setting up multiple sites, see Creating Multiple Websites.

Note: Only administrators can enable features in your account.

To enable web store features:

1. Go to Setup > Company > Enable Features.
2. Click the **Web Presence** subtab.
3. Check the box next to each feature you want to use.
4. Click **Save**.

Site Builder versus SuiteCommerce Sites

With SuiteCommerce implementations you can build a web store that includes the full shopping, cart and checkout, and my account experiences for B2C and B2B businesses. Combined, SuiteCommerce components deliver a modern shopping experience, and allow for advanced customization of your web store. Site Builder is the legacy e-commerce solution delivered by NetSuite. This section describes some of the key differences between SuiteCommerce solutions and Site Builder sites.

- Site Features
- Site Builder versus SuiteCommerce Features

Site Features

Use the following information to help you determine whether to use Site Builder or SuiteCommerce. The following table compares different Site Builder web sites with SuiteCommerce.

Web Site Components	Site Builder				SuiteCommerce
	Standard Site	**Advanced Site Customization**	**Hosted HTML**	**External Catalog Site**	**SuiteCommerce Site**
Look and Feel	Basic Site Themes and Layouts provided by NetSuite	Limited customization with CSS	Full customization	Full customization	Full customization
Site Setup	Point-and-click Web Site Setup page	Point-and-click Web Site Setup page	Point-and-click Web Site Setup page Uploading HTML pages to file cabinet.	Point-and-click on Web Site Setup page All web development and HTML file hosting outside of NetSuite	Advanced site setup page

Web Site Components	Site Builder				SuiteCommerce
Site Templates	Basic templates included	Basic templates included HTML customizati on capabilities	N/A	N/A	Available for each module included in SuiteCommer ce and fully customizable.
Site Development Tools	Point-and-click	HTML customizat ion capabilities in Themes and Layouts NetSuite Web Site tags	HTML limited JavaScript and SuiteScript	HTML, and JavaScript	Developer Tools based on Node.js and Gulp.js. Developer Tools are delivered with the SuiteComme rce installation and integrated in a local development environment.
Product Display	Point-and-click	Point-and-click	Add links to NetSuite item records in your custom HTML.	Add links to NetSuite item records in your custom HTML .	Available through Item Search API

Site Builder versus SuiteCommerce Features

The table below includes high-level descriptions of key features included in Site Builder and SuiteCommerce solutions.

	Site Builder	SuiteCommerce
GENERAL		
Native integration into backend systems (financials, CRM, order management, inventory, marketing)	X	X
AJAX architecture		X
CDN	**Warning:** CDNs are not supported for Site Builder.	X
Secure Shopping Domain using SSL		X
Single Secure Domain for Shopping and Checkout		X
DEVELOPMENT		
Development Environment	3rd party web design tools to build and customize templates from the NetSuite UI.	SuiteCommerce Developer Tools
Automatic “minification” of JavaScript code and libraries		X
SITE MANAGEMENT		
Multiple sites from one administration account	X	X
Multi language	X	X
Multi currency	X	X
Local Tax/VAT/GST	X	X

	Site Builder	SuiteCommerce
3D Secure Payment Authentication Support		X
EU cookie notifications	X	X
Design flexibility	Templates provided for each portion of a page or create own template. Upload cascading style sheets (CSS) or build own HTML pages.	Pixel-perfect design capabilities and unlimited layout control.
Multiple device support	Requires additional mobile device site	Responsive design
Custom fields support	Checkout and My Account pages only	X
Custom Content Types		Requires Site Management Tools
SEARCH		
Keyword search	X	X
Type ahead/search as you type		X
Site-search		X
Customize search criteria settings (exact, starts with, partial, or fuzzy matches)		X
Quick Order Search		X
SEARCH ENGINE OPTIMIZATION (SEO)		
Search engine friendly URLs	X	X
Dynamic SEO meta data	X	X
HTML & XML site maps	X	X
Canonical tag support	X	X
Language/country specific URLs via sub domain		X
Facets as URL Parameters		X
CATALOG & PRODUCT BROWSING		
Customized pricing, advanced pricing rules & special pricing	X	X
Content personalization		X
Faceted navigation		X
Multiple display options for list page		X
Dynamic merchandising		X
Display stock availability	X	X
Automatic image resizing		X
Social sharing		X

	Site Builder	SuiteCommerce
Quantity Pricing	X	X
Pickup In Store		X
Categories Support	X	X
MARKETING AND PROMOTIONS		
Flexible coupons and promotions	X	X
Stackable promo code support		X
Integrated, closed-loop marketing	X	X
Cart abandonment marketing	X	X
Customer segmentation	X	X
Automated related products, upsell and cross sell	X	X
Affiliate management	X	X
ANALYTICS AND REPORTING		
Unified customer record	X	X
Customizable dashboards	X	X
Track customer lifetime ROI	X	X
3 rd party analytics integration	X	X

USER ACCOUNT MANAGEMENT		
Email Address Management	X	X

Web Site Preferences

Applies to: Site Builder

On the Web Site Setup page you can set important preferences for your site. For example, here you can choose order forms for purchases your customers make online, you can choose how item prices are displayed on your site, and international shipping preferences.

Read the following topics to learn more about setup options on each subtab of the Web Site Setup page:

- Web Site Setup Preferences
- Web Site's Appearance Preferences
- Shopping Preferences
- Web Analytics Tools Preferences
- Web Site Search Preferences
- Web Site Email Preferences
- Web Site Upsell Preferences
- Advanced Web Site Preferences
- Touch Points
- Web Site Domain Preferences
- Web Site Language Preferences
- Shopping Cart and Checkout Set Up
- Website System Notes

Web Site Setup Preferences

Establish the foundation for your site using the preferences on the Setup subtab of the Set Up Web Site page. Select preferences based on the type of web site you are creating.

Note: The preferences you can select are based on the type of site you operate.

Refer to the following tables for detailed descriptions of the preferences available:

- Web Site Basics
- Home Page
- Multi-Site Settings
- Descriptive URLs
- Preferences
- Cookie Law Compliance

To select web site setup preferences:

1. Go to Setup > SuiteCommerce Advanced /Site Builder > Set Up Web Site.

2. If you use the Multiple Web Sites feature, click **New** to set up a new site, or click **Edit** next to a web site. For more information on setting up multiple sites, see Creating Multiple Websites.
3. After you have set your preferences, click **Save** to apply your changes.

Web Site Basics

Set the preferences below to designate the web address for your site.

Preference	Description
http://shopping.netsuite.com	Create an alias for your website for use with the NetSuite shopping URL. The alias you enter in this field shows in the browser address bar following the NetSuite shopping domain. For example, **http://shopping.netsuite.com/mysite.** **Note:** Enter your alias in lowercase letters without any periods, commas or other punctuation.
Checkout URL https://	To use this field, you must enable the **Customizable Checkout Subdomains** feature. For more information, see the help topic Set Up a Subdomain for Checkout and Shopping.

Home Page

The preferences below determine the Home page, or landing page of your web site. For more information, see Setting Up Your Site Builder Home Page.

Preference	Description
Web Site Home Page Type	Choose one of the following: ■ **Web Site Tab** – Select Web Site Tab to have a NetSuite web site tab as your Home page. ■ **Hosted Web Page** – Select this if you want to use a hosted page as your Home page. This requires you to have enabled the Web Site Hosting feature.
Web Site Home Page	Select the NetSuite tab or hosted web page you want to use as the landing page when customers first visit your site.
Default Hosting Root	Select the folder where you store HTML files for your web site. For more information, see Website Hosting with Site Builder.

Multi-Site Settings

The preferences you choose below determine the type of site you are creating. For more information, see Creating Multiple Websites.

Preference	Description
Web Site Scope	Select the type of web site or store you want to operate. If you use the Multiple Web Sites feature and have both the Web Site and Web Store features

Preference	Description
	enabled, this setting lets you apply a different scope to each of your web sites. For example, you can operate one site as a full web store, and another as information only. ■ **Full Web Store** – Includes a shopping cart and checkout, allowing customers to purchase items. You must enable the Web Store feature to see this option. ■ **Information and Catalog, With Pricing** – Includes information and items from your account with the online price for each item but does not include the option to purchase. ■ **Information and Catalog** – Includes information and items from your account without prices or the option to purchase. ■ **Information Only** – Includes information from you account but does not publish item names, descriptions, or prices.
Price Level	If you use the Multiple Web Sites feature, you can display the same item on different sites with different price levels on each site. For more information, see Multiple Website Online Pricing.
WSDK	Check this box if you want to link your external web site to NetSuite using the Web Site Developer's Kit (WSDK). Checking this box activates the fields on the External subtab of the Web Site Setup page. To find scripts for displaying items on your external site, go to Setup > Site Builder > Preview Web Site page. For more information, see External Catalog Site (WSDK) Overview.

Descriptive URLs

The table below describes preferences associated with the Descriptive URLs feature.

To use descriptive URLs in NetSuite, first, set up a domain at Setup > Site Builder > Domains. Next, turn on the Advanced Site Customization feature, and the Descriptive URLs feature at Setup > Company > Enable Features, on the Web Presence subtab.

> **Note:** You can change the preferences listed below at any time. Outside links based on descriptive URLs in a different format (for example, with or without file extensions) continue to execute a 301 redirect to the new format you set.

For more information, see Descriptive URLs in Site Builder.

Preference	Description
Format	Choose from the following options for items in your web store: ■ /tab-name/category-name/item-name ■ /item-name
Use File Extension	Check this box to optimize descriptive URLs. This preference does the following: On an image file in the file cabinet, it includes the extension for the image file in the URL. For example, /Flat-Screen.jpg. The file extension is also added to item pages, and information item pages.

Preference	Description
	On URLs that point to tabs and categories, it includes a trailing slash. For example, http://www.store.com/Home-Entertainment/TVs/.
Action for Unrecognized URLs	To handle unrecognized URLs, select one of the following options: ■ **Page Not Found** – Returns a Page Not Found (404) error for unrecognized URLs. ■ **Moved Permanently** – Redirects to the last valid descriptive URL for the item with 301 Moved Permanently status code. ■ **Return Search Results** – Redirects to a search results page on your site, based on keywords found in the URL.

Preferences

Set general preferences for item display, sales, and credit card processing.

Preference	Description
Scriptable Cart and Checkout	Check this box to run SuiteScript on the sales order form submitted during the Web store checkout. To use scriptable cart, you must customize a Standard Online Order form by adding your script to the transaction form. Check this box to activate your script during Web store checkout. Note: If you use terms for your customers, you must attach your checkout script to both a customized Online Order - Invoice form, and an Online Order - Cash Sales form.
Scripting Template (Credit Card)	In this field, select the sales order form to which you attached custom SuiteScript for use in the shopping cart. You can customize any of the following types of forms: Standard Sales Order - Cash Sale Standard Online Sales Order - Cash Sale (External) Note: If you use terms for your customers, you must attach your checkout script to a customized Online Order - Cash Sale form, and Online Order - Cash Sales form.
Scripting Template (Invoice)	In this field, select the sales order form to which you attached custom SuiteScript for use in the shopping cart. You can customize any of the following types of forms: Standard Sales Order - Invoice Standard Online Sales Order - Invoice (External) Note: If you use terms for your customers, you must attach your checkout script to a customized Online Order - Cash Sale form, and Online Order - Cash Sales form.
Show Uncategorized Items	Check this box so that items that are not published to a category in your web site can display in search results. Shoppers who run a search on your site will see all items that meet their criteria that have the Display in Web Site box checked. This can be useful if you have not assigned items to categories. For more information, see Creating Site Categories. Clear this box to only show items assigned to categories.
Credit Sales Reps for Web Store Orders	Check this box to count sales generated in your web store toward your sales reps' totals. For a sale to be credited to a sales rep, the sales rep must be selected on the customer's record before an order is placed. If you clear this box, sales generated in your web store are not added to your sales reps' totals.
Default Customer Category	Select the customer category that should be automatically assigned to customer records created through the web site when customers register or make purchases.

Preference	Description
	You can always edit the customer category on customer records. To create new customer categories, go to Setup > Accounting > Accounting Lists > New.
PayPal Account	Select the appropriate PayPal account for this web site. For more information about PayPal setup, read the help topic PayPal Integration and Express Checkout

Cookie Law Compliance

The EU Cookie Law, or EU e-Privacy Directive, requires that e-commerce merchants doing business in the European Union get informed consent from site visitors before placing cookies on their computers. Set your preferences for cookie law compliance. For more information, see .

Preference	Description
Show Cookie Banner	Check this box to publish a banner requesting that shoppers comply with the use of cookies on your site.
Cookie Policy	Select your cookie policy file stored in the file cabinet. Your cookie policy displays when shoppers click the link in the banner to learn more.

Web Site's Appearance Preferences

Go to Setup > Site Builder > Set Up Web Site. Click the Appearance subtab to set appearance preferences for your **Site Builder** web site. Here you can select the color theme, site theme, and a logo for your site.

In **SuiteCommerce Advanced**, the appearance of your web site is entirely controlled by site template files that you create or install as part of your implementation. None of the settings on the Appearance subtab are supported by SuiteCommerce Advanced.

To learn more about your options for Site Builder site customization, see Site Builder Customization, and Web Site Tags.

> **Note:** Appearance preferences set for external web sites (WSDK) are applied only to the shopping cart and checkout pages.

Refer to the following tables for detailed descriptions of appearance settings for Site Builder web sites:

- Colors and Logo
- Web Site Templates
- Page/Fonts
- Portlets and Navigation
- Shopping Cart
- Adding a 'Tell A Friend' Link
- Web Site Language Preferences

- Site Builder: Tabs

Colors and Logo

Set preferences for the color theme on your web site, your web site logo, and the page or site shoppers see when they click on your logo image.

Preference	Description
Web Site Color Theme	Select a color theme for your site. This preference overrides the color set by the site theme. In an External Catalog site (WSDK), this setting only affects the shopping cart and checkout pages. For more information, see Changing Website Color Themes.
Web Site Logo	Select a logo from the File Cabinet to appear in the header of your site. For more information, see the help topic Uploading Your Logo. In an External Catalog site (WSDK), this setting only affects the shopping cart and checkout pages.
Logo Link URL	Enter the URL you want to link your logo to. If you don't want to link your logo, leave this field blank.
Web Site Logo Alignment	Choose to align your logo to the center, right or left side of the page. In an External Catalog site (WSDK), this setting only affects the shopping cart and checkout pages.

Web Site Templates

Select the web site templates for your site. You can use NetSuite's basic templates, or use the Advanced Site Customization feature to create your own. For more information, see Site Builder Customization.

Preference	Description
Web Site Theme	Select the template, or style, you want to use for your web site. Click Preview to see what a theme looks like in a new window. If you use Advanced Site Customization, you can view, edit, and create themes at Setup > Site Builder > Site Themes. For more information, see Customizing Site Themes. Select None to use a basic site without customization.
Default Item Drilldown Template	Select a template that defines how items you sell should appear in your web site. If you use Advanced Site Customization, see Item and Category Templates. This preference overrides the default template for the site theme.
Default Info Item Drilldown Template	Select an item/category template that defines how information items should appear in your site. This preference overrides the template set for a theme.
Default Item List Layout	Choose a default layout for item lists. Changing this setting overrides the default layout for the site theme. For more information on setting up layouts, see Creating and Editing Website Layouts.

Preference	Description
Default Category List Layout	Choose a default layout for category lists. Changing this setting overrides the default layout for the site theme.
Default Related Items Layout	Choose a default layout for your lists of related items. Changing this setting overrides the default layout for the site theme.
Default Upsell Items Layout	Choose a default layout for your lists of Upsell items. Changing this setting overrides the default layout for the site theme.

Page/Fonts

Set preferences for page width, alignment, and font for your web site.

Preference	Description
Page Width	Enter a width in pixels to keep your site content at a static, unchanging width.
Page Alignment	Select how to align your site content in the browser window.
Site Font	Select the text font to use for all text in your site. In an External Catalog site (WSDK), this setting only affects the shopping cart and checkout pages.
Description Font Size	Enter the font size for your tab, category, and item description text.
Title Font Size	Enter the font size for item and category titles in your site.
Zoom	Select magnification for customers viewing your site.

Portlets and Navigation

Choose which portlets are displayed on your site.

Preference	Description
Show Search	Check this box to display the Search portlet, which customers can use to search your site. You can select custom search forms on the Search subtab.
Show Web Site Currency	Check this box to let your shoppers choose the currency to use when shopping in your store. When you check this, your customers select their currencies on your site's Home page. After a currency is selected, all item prices will appear in the currency your customer has chosen. In an External Catalog site (WSDK), you can add a link so shoppers on your site can see prices in a certain currency. For example: **http://yourstore.com/site/index.html?currencykey=2**. Note the currency key is the ID for the currency record.
Show Navigation Portlet	Check this box to show a menu of your categories and items on the left side of your web site so that customers can navigate through your categories and items. If you do not have legacy settings for your navigation and use the Advanced Site Customization feature, you can set preferences for this portlet on site themes.

Shopping Cart

Select preferences for your Site Builder shopping cart display on the Web Site Setup page.

In SuiteCommerce Advanced, the appearance of your shopping cart and checkout is entirely controlled by site template files that you create or install as part of the checkout reference implementation. For more information, see the help topic SCA Developer Tools.

For more configuration options for Site Builder shopping cart and checkout, see Shopping Cart and Checkout Set Up.

Preference	Description
Show Cart Summary	Check this box to include the Shopping Cart portlet in your web site. This portlet shows what customers currently have in their shopping carts.
Site Uses Cart Summary Tags	Check this box if you use Advanced Site Customization and your site uses shopping cart summary tags. For more information, see Tags for Use in HTML Pages and Site Templates.
Show Shipping Estimator in Cart	Check this box to give customers an estimate of shipping costs before they complete shipping information in checkout. The lowest estimated shipping cost is displayed by default. If you offer real-time rates, a customer can enter a zip code to receive an estimate. If the order qualifies for free shipping, “Free Shipping” is displayed.
Display Order of Cart Items	To customize the order of items in the shopping cart, select one of the following: **Most Recently Added First** - Every time an item is added to the cart, it is added to the top of the list of items in the shopping cart. **Most Recently Added Last** - Every time an item is added to the cart, it is added to the bottom of the list of items in the shopping cart.
Show “Tell a Friend” link	Checking this box adds a “Tell A Friend” link to the detailed description page for each item. For more information, see Adding a 'Tell A Friend' Link.

Site Builder: Tabs

On the Tabs subtab, only available for Suite Builder, you can arrange the tabs in your web site to appear in the order you want. For more information, see Organizing Presentation Tabs.

Shopping Preferences

You can set preferences that affect the shopping experience for visitors on your web site. Decide which options are most appropriate for your web site, then visit the Web Site Setup page in Site Builder or SuiteCommerce Advanced to save your shopping preferences.

Note: The preferences you can select are based on the type of site you operate.

Refer to the following tables for detailed descriptions of shopping preferences available for your Site Builder or SuiteCommerce Advanced web site:

- Shopping Basics
- Checkout Preferences
- Registration Page

- Shipping Page
- Payments Page
- Review and Submit Page
- Setting up Multiple Currencies in a Site Builder Web Store

To set shopping preferences:

1. Go to Setup > Site Builder > Setup Tasks > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a web site.
3. On the **Shopping** subtab, set the following preferences according to the type of site you want to create.
4. After you have set shopping preferences for your web site, click **Save**.

Shopping Basics

The table below describes preferences for credit card authorization, displaying items that are not in stock, passing promotion codes in the URLs, and preferences for basic pricing display.

Preference	Description
Require Authorization for Credit Card Transactions	Check this box to require authorization for your customers' credit cards before you accept their orders. You must have an Internet Merchant Solutions (IMS) account to use this feature. When customers order from your store, IMS automatically processes their credit cards and Verisign validates the payments. Authorization numbers will automatically appear on the appropriate sales orders. For more information about this preference, see the help topic Require Authorization for Credit Card Transactions.
Web Store Out Of Stock Items	Select one of the following for handling items out of stock: **Allow back orders but display out-of-stock message** – An out-of-stock message appears beside the item in your store, but this item can be purchased and processed through the shopping cart. **Allow back orders with no out-of-stock message** – Customers can purchase an out-of-stock item. No out-of-stock message is posted. **Disallow back orders but display out-of-stock message** – Customers cannot purchase an out-of-stock item. An out-of-stock message appears beside the item in your store and the Add to Shopping Cart link is removed. **Remove out-of-stock items from store** – Customers cannot purchase out-of-stock items because they are automatically removed from your store until their supply is replenished. **Note:** If you use the Multi-Location Inventory feature, items do not show in your web store until after they have been distributed.
Include Out Of Stock Items in Web Store	Select an option for displaying items that my be out of stock on your site. Check the box to display out-of-stock items on your site. Clear the box to omit items that are out of stock.
Drop Ship/Special Order Items Are Always in Stock	Check this box to treat items marked as drop ship or special order as in stock items. If you clear this box, drop ship and special order items use the preference you set in the Web Store Out Of Stock Items field.

Preference	Description
	To mark an item an item as drop ship or special order, edit the item record and check the Drop Ship Item box or Special Order Item box on the Basic subtab.
After Shopper Adds an Item to the Cart	Choose whether you want shoppers to stay on the product page they are viewing, or go to the shopping cart page.
Pass URL Promotion Code To Checkout	Check this box to automatically apply promotion codes passed through a link to items on your site. When a shopper clicks a link with an appended promotion code that has an associated discount, the shopper will see the discount reflected in the order total. For more information on promotion codes and appending codes to URLs, see the help topic Promotions.
Show Quantity Pricing in Lists	Check this box to show a table with item quantities and prices in lists for items that have price breaks in certain quantities. If you do not check this box, the pricing table shows when the item name is clicked to view details, but the single quantity price is displayed in lists.
Prices Include Tax	For UK accounts, check this box to include VAT in the item prices on lists and descriptions in your site as follows: **£100.00 (Incl. VAT).**
Require Login For Pricing	Check this box if you want item prices and the Add to Cart button hidden from customers who have not logged in. All item prices display the message “Please log in for price.” to customers who have not logged in. You can change or translate this message at Setup > Site Builder > Setup Tasks > Customize Text on the Messages subtab.
Gift Certificate Affects Minimum Order Amount	This preference is for e-commerce merchants who require a minimum order amount for web store checkout. When the box is checked, the gift certificate amount counts against the minimum order amount. If you clear this box, a customer can successfully submit an order on your web site if a gift certificate brings the total order amount below the minimum requirement. The gift certificate amount and other credits (such as coupons) are excluded from the calculation of the total order amount.

Checkout Preferences

The table below describes preferences that determine how you bill for web orders. The **Credit Card Form** and **Invoice Form** fields allow you to choose the transaction form on which web orders are submitted.

Preference	Description
Sales Order Type	Choose whether you want NetSuite to generate cash sales or invoice forms when shoppers submit orders from your store. Make sure you follow these rules: ▪ To let your customers decide how they want to pay, select **Per Customer Basis**. ▪ If you use a payment method with a payment processing profile that supports the sales request and does not support the authorization request, you must select the **Standard Sales Order** form.

Preference	Description
Credit Card Form	If you selected **Per Customer Basis** in the Sales Order Type field, select the form that should be generated when customers pay by credit card.
Invoice Form	If you selected **Per Customer Basis** in the Sales Order Type field, select the form that should be generated when customers choose to be invoiced. Set this field to a sales order or invoice form to allow users to see their transactions in the Transaction History area of their account. Customers must have terms set on the customer record and register in your site to be able to pay by invoice.

Registration Page

The preferences described in the table below determine visitors' ability to register on your web site, and how customer records are created. For more information about login and registration preferences, see Customizing Registration for Your Site Builder Web Store.

Preference	Description
Password Protect Entire Site	Check this box to require a login and password to view any page in your site. After visitors log in, they can navigate through pages in your site freely. You must give customers access in your account for them to be able to view your site if you check this box.
Customer Registration Is	In the Customer Registration Is field, choose one of the following: ■ Select **disabled** if you do not require that shoppers register on your site to complete the checkout process. ■ Select **existing customers only** if you only want customers who have login access to complete the checkout process. This option is only available with the Advanced Site Customization feature. ■ Select **optional** if you want customers to be able to choose to register or to shop without logging in. ■ Select **required** if you want all shoppers to register on your site. With this option, a record is created in NetSuite with contact information even if the shopper does not complete checkout.
Display Company Field on Registration Page	Check this box to let customers enter a company name during the checkout process.
Mandatory	If you checked the field named Display Company Field on Registration Page, then, check this box to make the Company field mandatory. Clear this box to make this field optional. You must check this box to create customer records of company type.
Create Customers As Companies	Check this box to have all customers who register in your site created as Company type. You must also check the Mandatory box to have customers created as companies. Clear this box to have all customers created as Individuals. Customers created as individuals can also be saved as contacts and have a first and last name saved on record with an optional Company field. Customers created as companies have a Contacts sub tab for individuals in the company and a mandatory Company field.
Assign New Customers to this Site	Check this box to restrict customer access to this web site. All customers who register on this web site get access to a customer

Preference	Description
	account on this website only. Note: Customers who were already registered on your site are not affected by this setting.
Display Unsubscribe to Email Checkbox on Registration Page	Check this box if you want to give customers the option to unsubscribe from your e-mail campaigns on your web site when they register. To set the default for this field in your site, set the marketing preference at Setup > Marketing > Set Up Marketing.
Display First and Last Name in Separate Fields on Registration Page This check box only affects Site Builder websites where the My Account extension is **not** applied.	Check this box to display separate fields for first and last name on the registration page. When this box is cleared, one field appears in which customers can enter their names. **Note:** Even when one **Name** field is displayed, both first and last names are required.

Shipping Page

The table below describes each preference available for the shipping address page, and the shipping method page displayed during the web store checkout process. For more information, see the help topic Shipping.

Preference	Description
Shipping Information is Required	Check this box to require shipping information to be entered before checking out of your web store. Check the Ask for Shipping Address First box to ask for customers' shipping addresses before their billing addresses during the web store checkout process.
Ask For Shipping Address First	Check this box to ask for customers' shipping addresses before their billing addresses during the web store checkout process.
Default Web Site Shipping Method	Select the shipping item you want selected by default in the web site. Customers can still select the other methods you offer in your site. After a customer selects a different shipping method, that method is the new default when the customer returns to the site.
Web Store Ships to all countries	Check this box to allow any country to be selected in the web store as a shipping address. To restrict shipping for web orders to specific countries, clear this box, and select the countries you ship to in the Web Store Ships To field.
Countries Web Store Ships To	If you cleared the Web Store Ships to all countries box, select the countries where you will ship web store orders. Begin typing the name of a country and press TAB to quickly select a country, or click the Select Multiple icon to select countries.
Default Shipping Country for Checkout	Select the country that should automatically populate the Country field on the Shipping page during web store checkout.

Payments Page

The table below describes a preference for displaying a Purchase Order field, and basic preferences for displaying credit card information.

Preference	Description
Restrict Payment Methods by Customer Currency	Check this box if you want to only show those payment methods supported by a shopper's currency on the payment page of your website. Each payment method supports the currency selected on the credit card processor associated with that payment method.
Display Purchase Order Field on Payment Info Page	Check this box to show a text field on the Payment Information page of your store where customers can enter Purchase Order numbers. The Purchase Order number entered will automatically appear on sales orders generated from your web store.
Display 'Save My Credit Card Info' Field	Check this box to give shoppers the option of saving credit card information. Setting this preference prevents customers from having to enter a credit card number each time they place a web order. When shoppers save credit card information, it is saved on the customer record.
Save Credit Card Info by Default	Check this box to save customer credit card information. If you clear the **Display Save My Credit Card Info Field** box, customers cannot opt out of having their card information saved.
Hide Payment Page If Order Total Equals Zero	Check this box to hide the payment page in the checkout process if the order is equal to zero. Some e-commerce sites offer promotional products for free. This preference allows web customers to put a promotional item in the cart, and complete checkout without being required to input payment information.
Allow non-credit card payment methods during Checkout	If you use Site Builder, customers can select this payment method and complete checkout without entering credit card data. If you operate a SuiteCommerce Advanced web site, a web developer can use the Commerce API to store the payment method selected on the web order. Additional customization using the Commerce API is required. All non-credit card payment methods, marked to display in the web site, are returned by the method, *getPaymentMethods()*. For more information, read **shoppingSession Methods** in the Help Center. See also, *setPayment()* in the topic, **Order Methods**. **Warning:** Make sure you have set up a Sales order processing workflow to ensure that inventory is not inadvertently shipped without payment.

Review and Submit Page

The Review and Submit page is the last page of checkout, where shoppers can review the items they selected for purchase, verify the order total, and submit their order. The table below describes preferences for displaying a Terms and Conditions document on this page.

Preference	Description
Require Terms and Conditions	Check this box to have customers to agree to the terms of the product or service they are buying before checking out of your store. This places an **I Agree** box that customers must check to show that they agree to your terms. They can view the full terms and conditions by clicking a link that opens a popup window.

Preference	Description
	If you use the Advanced Site Customization feature, you can customize the name of this check box at Setup > Site Builder > Customize Web Site Text.
Terms and Conditions HTML	Enter HTML code for the terms and conditions text that should be available from your web site. Customers can click a link to view this text in a popup window before agreeing to the terms.
Display Customer Code Field on Payment Info Page	Check this box to allow customers to enter a Customer Code associated with their company credit card on the Payment Information page in the web site. Companies that use one credit card across several departments can assign a separate code to each department. The code can then be used to track where and how the card is being used.

Web Analytics Tools Preferences

Use the preferences described below to enter tracking pixels for web site analytics. For more information about using third-party web analytics tools with NetSuite, see Using Tracking Pixels for Analytics. Go to Setup > Site Builder > Set Up Web Site. Click the Analytics subtab to enter code snippets and select preferences.

For more information about setting up analytics tools in SuiteCommerce Advanced, see the help topic Google Universal Analytics.

Preference	Description

Addition to <head>	Enter data for the header in this field. You can enter a script to capture web analytics.
	For example: <script src="http://www.google-analytics.com/urchin.js" type="text/javascript"> </script> <script type="text/javascript"> _uacct = "xxxxxxxx"; // your Google account id urchinTracker(); </script>
	In this field, you can also add Meta Tag HTML to appear in the <head> section of all your web store pages. Note that Meta tags entered on Category and Tab pages are more effective for the purpose of search engine optimization (SEO).
	For more information about SEO, see Site Builder Search Engine Optimization (SEO).

Analytics Click Attributes	Add attributes for the Add To Cart button in this field. You can capture analytics data before your shopper gets to the shopping cart. For example: onclick="handleLink(this.href); return false;" The code inside *handleLink()* should be implemented to reconstruct the URL such that shopper identification parameters needed for your analytics package are added to the href.
Analytics Submit Attributes	Add attributes for the Proceed to Checkout button in this field. You can capture analytics data when your shoppers go to checkout from the shopping cart. For example: onsubmit="handlePost(this); return true;" The code inside *handlePost ()* should be implemented to add fields to the form such that shopper identification parameters needed for your analytics package are posted with the form.
Order Tracking Script HTML	Enter any tracking HTML you want to use in the header of the order confirmation page, such as tracking code for Google Analytics®.

Preference	Description
	This lets you track the number of orders you receive each day. **Note:** You can enter tracking code for Site Builder pages in fields on tab and category records.
Enable Google Analytics	Check this box to pass Google tracking cookies from shopping to checkout. This along with the fields on the Analytics subtab are required for cross-domain analytics tracking to integrate NetSuite with your Google Analytics account. Clear this box if Google Analytics Integration interferes with a custom solution you have already implemented for cross-domain tracking.

Web Site Search Preferences

You can set preferences that determine how customers search for products on your web site. If you use **SuiteCommerce Advanced**, you can use the Search Index tab and the Field Sets tab to configure search settings. For more information, see the help topic SCA Item Search Settings.

Note: Preference settings for search are only available for Site Builder web sites.

If you use **Site Builder**, your can use the Search subtab on the Web Site Setup page to select search preferences for your site. Choose whether to display NetSuite's default global search field, or to use a custom search form that you create. You can display only items that you sell in search results on your site, or choose to include categories and information items.

For more information on search forms, see Publishing Forms. See also Applying Layout Templates to Search Results.

To select preferences for search on your web site:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a web site.
3. On the **Search** subtab, set your preferences.
4. After you have set your preferences, click **Save**.

Refer to the following table for detailed descriptions of web site search settings available for Site Builder.

Preference	Description
Search Portlet	Choose **Global Search**, to display the search box that NetSuite shows by default on your web store. Choose **Search Form** to display a custom search form that you create. **Note:** If you are using the Advanced Site Customization or Host HTML Files features to build your site, you can display your custom search form on a hosted page using the tag <NLGLOBALSEARCHFORMHTML>.
Include Categories	Check this box to include relevant categories in search results. Clearing this box returns only relevant items.
Include Information Items	Check this box to include relevant information items in search results. Clearing this box returns only relevant items for sale.

Preference	Description
Category List Layout	Choose a layout template to display relevant categories returned in search results. This is most useful if you marked the Include Categories box. This field applies only if you choose to display a Global Search portlet on your web site.
Item List Layout (Global Search)	Choose a layout template to display relevant items returned in search results. Your selection in this field applies only if you choose to display a Global Search portlet on your web site.
Search Link Form	Choose the custom search form you want to appear in your site below the search portlet. When customers click the Search link the custom search form displays.
Search Portlet Form	Choose the custom search form you want to use for the search portlet. The search fields are displayed in a single column.
Item List Layout (Search Form)	Choose a layout template to display relevant items returned in search results. Your selection in this field applies only if you choose to display a Search Form portlet on your web site. Customers can sort search results by price or name based on the layout. To customize layouts, go to Web Site > Appearance > Layouts.

Note: For more information on search capabilities in NetSuite, see Helping Customers Find Items on Your Site.

Web Site Email Preferences

On the Web Site Setup page, you can set preferences for sending email messages Site Builder web sites. If you use the Multiple Web Sites feature, you can set preferences and select different email message templates for each web site.

For more information about setting email preferences for your web store, read the help topic Web Site Email Preferences.

Web Site Upsell Preferences

You can choose to show a list of automatically generated correlated items on item pages and in the shopping cart. This lets you display related items to customers based on what other customers have purchased. For more information about using the Upsell Manager, see the help topic Upsell Manager.

You can select from several different combinations of correlated items and related items to display on your web site, as described in the table below. For more information on related items that are manually set, see Related Items.

Note: A maximum of ten correlated items can be displayed for each item page.

To show automatically correlated items in your site:

1. If you use the Multiple Web Sites feature, click Edit next to a web site.
2. On the Upsell subtab, set your preferences as described in the table below.

3. After you have set shopping preferences for your web site, click Save.

Refer to the following table for detailed descriptions of upsell preferences for your web site.

Preference	Description
Items to Upsell	Select the type of upsell items you want to show when visitors view items: ▪ **Show Only Related Items** – Shows only related items that you have selected manually on item records ▪ **Show Only Upsell Items** – Shows only automatically correlated items based on what other customers have purchased with the item ▪ **Show Related Items First and Upsell Items Next** – Shows related items you have manually selected at the top of the list and then lists automatically correlated items ▪ **Show Upsell Items First and Related Items Next** – Shows automatically correlated items at the top of the list and then lists related items you have manually selected **Note:** This preference is **not** supported in Site Builder External Catalog Site (WSDK)
Items to Upsell in Cart	Select the type of upsell items you want to show with the shopping cart: ▪ **Show Only Related Items** – Shows only related items that you have selected manually on item records ▪ **Show Only Upsell Items** – Shows only automatically correlated items based on what other customers have purchased with the item ▪ **Show Related Items First and Upsell Items Next** – Shows related items you have manually selected at the top of the list and then lists automatically correlated items ▪ **Show Upsell Items First and Related Items Next** – Shows automatically correlated items at the top of the list and then lists related items you have manually selected
Upsell (Description)	Enter a brief description of the upsell correlated items list to show above the list of recommended items in your site. For example, you can enter “Customers who have purchased these items have also enjoyed:” In an External Catalog Site (WSDK), the upsell correlated items will only display in the shopping cart.
Related Items (Description)	Enter a brief description of the list of manually selected related items to show above the items in your site. For example, you can enter “If you like these items, you may also like:” In an External Catalog Site (WSDK), the related items will only display in the shopping cart.
Minimum Correlation	Enter the minimum correlation percentage an item should have to the item being viewed or items in the cart. Correlation percentage measures how often items are purchased together.
Minimum Lift	Only items with greater lift than what you set here are displayed. Lift is the degree to which the item's correlation exceeds its overall purchase frequency. A high lift implies a more reliable correlation.
Minimum Count	Only items with a greater count than what you set here are displayed.

Preference	Description
	Count represents the number of customers that have purchased both the items being viewed or in the cart and the upsell item recommendations.

To set preferences for the upsell manager, such as entering your minimum correlation, lift, and count settings, go to Setup > Sales > Upsell Preferences. For more information on using the Upsell Manager, see the help topic Using the Upsell Manager Wizard.

Advanced Web Site Preferences

To complete setup of your web site, you can set additional preferences on the Advanced subtab of the Set Up Web Site page. Note that preferences displayed on the Advanced tab in web site setup are different for Site Builder and SuiteCommerce Advanced. If you use **Suite Commerce Advanced**, read the help topic SCA Product Images. If you use **Site Builder**, refer to the following table for additional setup information.

To set Site Builder preferences on the Advanced subtab:

1. Go to Setup > Site Builder > Setup Tasks > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a web site.
3. On the **Advanced** subtab, set your preferences as described in the table below.
4. After you have set preferences for your web site, click **Save**.

Preference	Description
Document Type	Enter the code for the document type declaration of your web site. This tells the browser the type of code you are using in your site. For example, if you are using transitional XHTML 1.0, you document type declaration is: <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
Legacy Tab Support for Images	If this box is checked, tags that access any image attribute (image, thumbnail, or image custom field) return the file name. If this box is cleared, the URL the image is hosted from is returned. Clearing this box is preferred. By providing you with the complete URL, you can use the tag to construct embedded images or links to popup windows.
Output Line Breaks as 	Check this box to covert any line break in descriptions fields for items, tabs or categories you've created in NetSuite to .
Don't Activate Hosted Page Tabs	Check this box if you do not want hosted pages to be associated with a tab in your site. For example, if you link to a hosted site from a tab, the hosted page does not inherit settings from the tab, such as custom tags. In addition, the tab is not highlighted as the tab being viewed.
Automatically download published site media items	Check this box to automatically download a file or folder when you click the Download link in the file cabinet.

Touch Points

You can set touch points for deploying SSP applications on your site from the SSP application record, as well as from the Web Site Setup page. For more information, see the help topic Linking Your Website to an SSP Application.

Web Site Domain Preferences

You can set preferences, such as selecting a hosting root for your site and choosing a Primary Web Site URL for your **Site Builder** website. For more information, see the help topic Domains in NetSuite.

Web Site Language Preferences

Use the Languages subtab to allow customers to view your site in different languages. Before setting language preferences, you must select the languages available on your site, and add translations for item record information. For more information, see Setting Up a Site for Multiple Languages.

To select the languages available for your web site:

1. Go to Setup > SuiteCommerce Advanced /Site Builder > Set Up Web Site.
2. Use the **Language** subtab to set up languages for your site.
   - In Site Builder, click the **Appearance** subtab to access the **Language** subtab.
   - In SuiteCommerce Advanced, click the **Shopping** subtab to access the **Language** subtab.
3. In the **Online** column, check the box next to the languages that should be available on your web site.

   The language you mark as **Default** will be the language in which all content displays when visitors first arrive on your site. The other languages you mark as online are available for site visitors to select from a list in the language selector portlet displayed on your site. When visitors select a language option, all the content on your site displays in the language selected.
4. Click **Save**.

Your text is translated using the translations you enter on item, category and tab records. You can also update a large number of records at Lists > Mass Updates > Bulk Update Translation.

For more information about using multiple languages with Site Builder read the following topics:

- Setting Up a Site for Multiple Languages
- Multi-Language Names and Descriptions
- Configuring Multiple Languages

Shopping Cart and Checkout Set Up

When you integrate your web site with NetSuite's shopping cart, your online customers can browse products on your site, and then go to the shopping cart page to view a list of all the items they added to the cart. Note that cart and checkout customization procedures are different depending on the type of site you operate: SuiteCommerce Advanced or Site Builder.

To integrate your **Site Builder** site with NetSuite's shopping cart, choose Full Web Store as the Web Site Scope preference on the Web Site Setup page. Next, you can use the Cart tab on the Web Site Setup page to organize the display of item order information in the shopping cart. You can also use the Extended Cart preference which allows shoppers on your site to enter coupon codes, gift certificates, and shipping information on the shopping cart page (as opposed to entering this information on different areas of the checkout workflow). You can also use Scriptable cart to add SuiteScripts to Web order forms.

For more information about shopping cart and checkout customization options for Site Builder, read the following topics:

- Customizing the Shopping Cart in Site Builder
- Customizing Checkout in Site Builder
- Site Builder Extension Editions
- Scriptable Cart

Setting Up Your Site Builder Site

Applies to: Site Builder

After you set preferences, you can start building your Site Builder website. The setup tasks listed below only apply to Site Builder sites:

> **Note:** CDN services are not supported for Site Builder websites.

1. Use the Content Manager to set up tabs and categories.

   Read Using the Site Builder Web Site Content Manager to learn about adding content to your Site Builder Website.

2. Set up your shopping domain.

   Site Builder sites that use custom domain names on shopping pages are required to set up a Primary Web Site URL. For more information, see the help topic Domains in NetSuite.

3. Preview your website.

   To learn how to view your site, read Previewing Your Site Builder Website.

4. Set up the page where customers can register on your site.

   You can customize the login and registration paged for your Site Builder web store. For more information, see Customizing Registration for Your Site Builder Web Store.

5. Set your website home page.

   Select the landing page (or home page) of your Site Builder website. For more information, see Setting Up Your Site Builder Home Page.

6. To customize the shopping cart and checkout, see Customizing the Shopping Cart in Site Builder and Customizing Checkout in Site Builder.

The following are optional setup tasks for Site Builder, depending on the features and preferences you have enabled in your account:

- Learn how to set up multiple website operated out of the same NetSuite account. For more information, see Creating Multiple Websites.
- Learn about setting up your Site Builder website in NetSuite OneWorld. For more information, see Site Builder and OneWorld.
- Allow online customers to submit orders in different currencies, read Setting up Multiple Currencies in a Site Builder Web Store.
- To set up product back-ordered functionality for your e-commerce site, read Setting Web Store Backorder and Out-of-Stock Preferences.
- To set up your site to support multiple languages, read Setting Up a Site for Multiple Languages.
- Use system notes to track important changes and create saved searches of changes to website implementations. To work with system notes, follow the instructions as outlined for a SuiteCommerce site. See the help topic Website System Notes.

Note: To support seamless access between your externally hosted site and the NetSuite web store, you can implement NetSuite's inbound single sign-on feature. See the help topic Inbound Single Sign-on Access to Web Store.

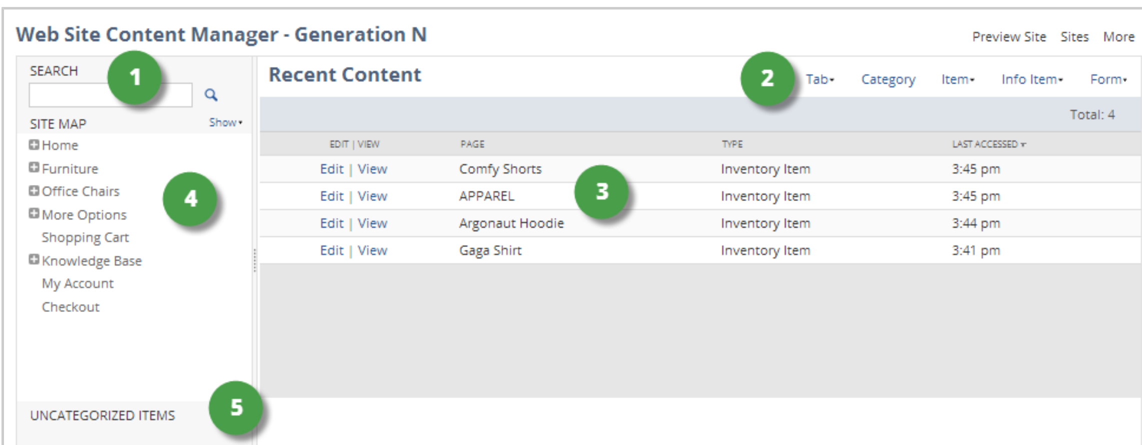
Using the Site Builder Web Site Content Manager

From a single page in NetSuite, the Content Manager lets you create tabs, categories, item records, and if you use the Multiple Web sites feature, you can also organize these elements across multiple Site Builder websites.

Note: Access to hosted content is not available from the Content Manager. For more information, see Website Hosting with Site Builder.

Use the Content Manager to edit and organize the following elements in a Site Builder site:

- Tabs
- Categories
- Items
- Information Items (text and images)
- Forms



Task	Description
1.	Enter a keyword and click the search icon to find a tab, category, item or form.
2.	To create a new record using the Content Manager, click on the type of content your want to add. When you click Save, the new content is added to the left pane.
3.	The right pane displays a list of the records that you viewed most recently.
4.	Click + or – to expand or collapse sections. Click the name of a tab, category or item to open it on the right.
5.	Click UNCATEGORIZED ITEMS to view a list of items that are set to display online, but not yet published in a category.

You can customize the form you use to edit and create items in the Web Site Content Manager. This is useful for viewing only the fields you need while working in the Content Manager. Someone with the Administrator role can complete this task.

To customize the item form for the Web Site Content Manager:

1. Go to Customization > Forms > Entry Forms.
2. Click **Customize** next to either Standard Manager Inventory Part Form or Standard Non-Inventory Part Form.
3. Enter a name for your custom form.
4. Use the **Subtabs**, **Fields**, and **Lists** subtabs to determine what can be edited, viewed, or mandatory for item records in the Content Manager. You can also choose to rename fields, lists or subtabs.

   For example, on the **Subtabs** subtab, you might decide not to show in the Inventory subtab and on the **Fields** subtab, you might decide to make the Search Keywords field mandatory.
5. Leave the **Use for Manager** box checked to make this form the default form in the Content Manager. To make this form available as a choice in the Content Manager but not the default, clear this box.
6. Leave the **Web Site Content Manager Only** box checked to make this form only available for item records being accessed in the Content Manager. Clear this box to make the form available in the Custom Form field on item records accessed from the main items list, as well as in the Content Manager.

   Do not check the **Form is Preferred** box. Checking this box makes it the preferred form for all item records, including the regular items list.
7. Click **Save**.

For more information about using item records, publishing forms and images, see Site Builder Items, Forms, & Images.

For more information about organizing the catalog of products for your Site Builder site, see Site Builder Tabs & Categories.

Previewing Your Site Builder Website

Previewing your website lets you verify your site is working properly and set up to your specifications.

To preview your website:

1. Go to Setup > Site Builder > Preview Web Site.
2. Click **Preview Site**.
3. Your site opens in a new window.

You can click tabs, follow links and check to be sure it's just the way you want.

Customizing Registration for Your Site Builder Web Store

- Secure Login Access to Your NetSuite Account
- Displaying Login Fields on Your Web Page
- Customizing Login and Logout
- Registration-Free Shopping

ORACLE NETSUITE

- Restricting Access to Your Website
- Customizing the Website Registration Form

Secure Login Access to Your NetSuite Account

For some companies, it is very important to be able to maintain company branding on all pages of their websites. It is also important to keep NetSuite security policies in mind when building your website.

> **Warning:** The security team at NetSuite does not allow the practice of presenting login fields to your NetSuite account in an iFrame on your web page.

Displaying the NetSuite login fields in an iFrame on your site could be interpreted by the end user as a break in the chain of trust. The NetSuite login fields must be presented on the same secure domain as the page displayed after a visitor logs in. The URL for a secure page always starts with `https://`.

If the secure login pages that the NetSuite application provides in the web store or customer center do not suit your company's needs, please read Displaying Login Fields on Your Web Page. Follow the procedure in this topic to safely display NetSuite login fields on your own HTML page hosted on NetSuite's secure server. This practice has been approved by the security team at NetSuite to provide login access to your NetSuite account on your website.

Displaying Login Fields on Your Web Page

You can operate a website hosted by NetSuite and still allow your users to log in to your NetSuite account. You can also create a custom login page that displays your company's branding on the page used to log in to your NetSuite account.

To display your company's branding on the NetSuite account login page, you must create a custom login page that is **hosted in the NetSuite File Cabinet**, then display a link to it on a different page on your website.

Your custom login page, and any images displayed on it, must be uploaded to the images folder in the file cabinet at Documents > Files > Images. Also, you must use the secure URL displayed on the file record in any tags you use to display content on your login page.

> **Tip:** If you are coming from an external system that has its own authentication module, consider using inbound single sign-on to access your NetSuite account for a seamless user login experience. For more information, see the help topic Inbound Single Sign-on.

> **Important:** In 2016.2, NetSuite has begun the gradual process of segregating Customer Center roles from non-Customer Center roles. This segregation of roles means that a separate login page for Customer Center roles is required. You can use the login pages NetSuite provides for this purpose, or you can create your own custom login pages. See the help topic FAQ: Customer Center Roles Segregation for more information.

The security team at NetSuite does not allow the practice of presenting login fields to your NetSuite account in an iFrame on your web page. The following procedure has been approved by the security team at NetSuite to provide login access to your NetSuite account.

The following procedure describes how to create custom login pages. If you are creating a custom login page for Customer Center roles, you must know your account ID to complete this procedure. The variable in the following code example is <ACCOUNT_ID>).

To locate your account ID, go to Setup > Company > Company Information. The account ID field is located near the bottom of the right column.

To create a custom login page to your NetSuite account:

1. Create a custom login page in HTML, using the code below to display the NetSuite account login fields. Save the HTML file to your hard drive.
   - If you are creating a custom login page for non-Customer Center roles, you could, for example, name the file `NSlogin.html`. You do not have to modify the code shown below if you are creating a non-Customer Center login page.
   - If you are creating a login page for Customer Center roles, you could name the file, for example, `NSprivatelogin.html`. You must modify two lines in the sample. In each line you modify, replace the variable <ACCOUNT_ID> with your account ID.
     - Modify the first line (the post action link) as shown:

       ```
       <form method="post" action="/app/login/secure/privatelogin.nl?
       c=<ACCOUNT_ID>
       ```

     - Modify the href line for the Forgot your password link as shown:

       ```
       <href="/app/login/preparepwdreset.nl?private=t&c=<ACCOUNT_ID>">
       ```

> **Note:** The code only represents the basic required fields for login to your NetSuite account. You can add content to this file, but you must use a secure URL to refer to any additional files.

```
<!--The post action link below is for a non-Customer Center login page-->
<form method="post" action="/app/login/nllogin.nl">
<!--For a Customer Center login page, modify the post action link as specified in step 1.-->
   <table border="0" cellspacing="0" cellpadding="3">
      <tr>
         <td>
            Email address:<input name="email" size="30">
         </td>
      </tr>
      <tr>
         <td>
            Password:<input name="password" size="30" type="password">
         </td>
      </tr>
      <tr>
         <td>
            <!--The href link below is for a non-Customer Center login page-->
            <a href="/app/login/preparepwdreset.nl">Forgot your password?</a>
            <!--For Customer Center login page, modify the href link as specified in step 1.-->

         </td>
      </tr>
      <tr>
         <td>
            <input type="submit" name="submitter" value="Login" >
         </td>
      </tr>
   </table>
</form>
```

2. Go to the Images folder in the NetSuite File Cabinet (Documents > Files > Images).
3. Click **Add File**, and then select the appropriate HTML file for the custom login page that you created in step 1. Ensure that the “Available without login” box is selected.
4. Click **Open**. The HTML file for your custom login page is uploaded to the file cabinet. You can also add any additional files you want to use for content on your custom login page to this folder. Ensure that the “Available without login” box is selected for these files.
5. Determine the secure URL for your custom login page. You will use the secure URL later to display the link to your custom login page.
    a. Go to the Images folder in the NetSuite File Cabinet (Documents > Files > Images).
    b. Click **Edit** next to the HTML file for your custom login page.
    c. Copy the NetSuite URL that starts with `https://system.`... You will use this URL to create a link to your login page.
6. Reference your custom login page from your website. You can now link to your custom login page from any external source by adding an `href` that uses the secure URL you copied in step 5.c.

    For example:

    ```
    <a href="https://system.netsuite.com/....>Login Here</a>
    ```

    Do not copy the example! Use the URL you copied in step 5.c. in your `href`.

    > **Important:** The HTML file for your custom login page you created in step 1 **must** be hosted in the NetSuite File Cabinet. The external source hosting the link **does not** have to be in the NetSuite File Cabinet.

When visitors click the link to your custom login page, they can enter their email and password on the page you created that displays your company's branding.

Customizing Login and Logout

You can display your company branding on a custom login page that you create for your employees, customers and partners. For more information about creating a secure hosted login page to NetSuite, see Displaying Login Fields on Your Web Page. Also, you can further establish your company branding when members of your organization log out by specifying a custom logout landing page.

Customizing Login

When someone attempts to login with the wrong password or email, you can display an error on your hosted login page. This lets you maintain consistent company branding on the login page, instead of redirecting to a generic NetSuite branded error page.

To display an error on your custom hosted login page:

1. Add an error redirect hidden field to the login form in your hosted HTML page, for example:

    ```
    <form method="post" input type="hidden" name="errorredirect" value="/myloginpage.html"...
    ```

2. Add JavaScript, in the header of your login page, configured to read and display the error message.

3. Upload your custom HTML page to the File Cabinet.
4. Publish the secure URL of the hosted page to the people who use that page for login. The secure URL begins with https://. You can find the secure URL for your hosted page by clicking **Edit** next to the file record in the file cabinet

Now, when someone attempts to log in on your hosted page and fails, an error indicating the problem displays on your login page.

Customizing Logout

You can connect your company website's look and feel with the NetSuite application by specifying a landing page when employees, customers or partners log out.

To specify a landing page for logout:

1. Go to Setup > Company > General Preferences.
2. Click the **Centers** subtab to select the appropriate center.
3. Enter the URL for the **Sign Out Landing Page**.

When employees, customers or partners click the Sign Out link in the upper left of the NetSuite page, they are redirected to the custom HTML page you specified above.

Registration-Free Shopping

You can allow customers to shop and purchase items in your web store without having to create a login and password.

When a customer purchases items without creating a login and password, a customer record is created using the information provided during checkout. Each time the customer returns and purchases items, a new customer record is created. If you do not use Auto-generated numbers, a number is added to the end of the customer name for each additional customer record created.

You can use the Duplicate Detection feature to merge duplicate records that may result from registration-free shopping.

To allow registration-free shopping:

1. Go to Setup > Site Builder > Set Up Web Site. If you use the Multiple Web Sites feature, click Edit next to a website.
2. Click the **Shopping** subtab.
3. In the **Customer Registration Is** field, select **optional**.
4. Click **Save**.

Customers can now shop in your store without entering registration information. A new customer record is created each time a shopper submits an order in your web store. Any duplicate customer records appear in the list of customers with a number appended to the name. For example, if Jane Smith already exists as a customer in the system, the next customer who places an order with the same name displays in NetSuite as Jane Smith 2.

You can manage duplicate records by enabling the feature, Merge Duplicates from Setup > Enable Features > CRM. After that feature is enabled, you can periodically run the duplicate merge operation from the Search menu.

Note: Customers who choose not to register will not have a My Account tab and therefore cannot download items, check order status or make payments from your site. They will need to enter personal information every time they purchase from your store.

Restricting Access to Your Website

You can restrict access to your website in two ways:

- Password-protect your site so that only visitors you have given access to in your account can view the site.
- Restrict checkout to existing customers only, so that visitors can view your site but cannot purchase anything unless you have given them customer center access.

Note: These preferences are only available with the Advanced Site Customization feature available with Site Builder.

To password protect your site:

1. Go to Setup > Site Builder > Set Up Web Site..
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. On the **Shopping** subtab, in the Registration Page section, check the **Password Protect Entire Site** box.
4. Click **Save**.

Visitors must first log in to view the home page of your site, and then they can navigate all the pages of your website.

To restrict checkout:

1. Go to Setup > Site Builder > Set Up Web Site..
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Shopping** subtab.
4. In the **Customer registration is** field, select **existing customers only**.
5. Click **Save**.

Now, visitors can view your website, but they cannot purchase items unless you have given them customer center access in your account.

Customizing the Website Registration Form

You can use custom entity fields in your website to collect additional information from your customers during registration. When shoppers register, the information they enter shows up in the customer record created in NetSuite. Employees with the Store Manager role cannot set up custom entity fields. These steps are provided for those with Administrator roles.

To use entity fields in your site:

1. Go to Customization > Lists, Records, & Fields > Entity Fields > New..
2. In the **Label** field, enter a name for the custom field.
3. In the **ID** field, enter an ID for this field with no spaces.

   This ID is used in attribute tags if you want to call information saved in this field for display in your site. For more information, see Creating Attribute Tags for Custom Records and Custom Fields.
4. Select a kind of custom field in the **Type** field.
5. If you selected List/Record in the Type field, select the type of list or record that can be selected in this field.
6. Make sure the **Store Value** box is checked to store the information gathered in this field in your account. You should only clear this box if this field is meant for display only.
7. Check the **Show In List** box to show information from this field on entity lists.
8. If you selected List/Record in the Type field, you can check the **Record is Parent** box to indicate that the record type selected is a parent record. This field is used to create a parent-child relationship between two record types.
9. On the **Applies to** subtab, check the **Customer:Project** and **Web Site** boxes. Checking these two boxes indicates for your custom field to appear in both your site registration form and in customer records.
10. On the **Display** subtab, set the display location and enter help for this field.
11. On the **Validation & Defaulting** subtab, decide if you want to make this field mandatory for customers or to check spelling in the field.
12. On the **Sourcing & Filtering** subtab, decide what should be available for selection in this field. Selections available for sourcing depend on the type of custom field you are creating.
13. Click **Save**.

This custom entity field appears in the registration of your site. When a customer registers in your site, these custom entity fields automatically record your customer's information on their customer record.

Setting Up Your Site Builder Home Page

The Home tab is included in the standard set of tabs NetSuite provides for your Site Builder website. However, you can choose any tab or hosted HTML file as your website home page. If you prefer to create your own tab, see Creating Website Tabs.

Your website's home page can present vital information about your web store to visitors by displaying a Flash® file, a logo image, or by including a greeting or message targeted at online customers. For more information, see Changing the Image and Text on Your Home Page Tab.

You can also increase the visibility of certain items by featuring them on your home page. For more information, see Featuring Items.

Note that the Home page tab does not support pagination. If you want to display a long list of items, you can set the row limit on a layout to display the full list. For more information, see Applying a Layout or Template on Your Site Builder Home Page. Alternatively, you could use a different presentation tab as the home page for your site. All other presentation tabs support pagination for item lists by default.

Read the topics below to set up your website home page:

- Selecting a Site Builder Home Page

- Changing the Image and Text on Your Home Page Tab
- Applying a Layout or Template on Your Site Builder Home Page

Selecting a Site Builder Home Page

You can select a website tab or an HTML page hosted in the file cabinet as your website's home page.

To select your website's home tab or page:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. In the **Web Site Home Page Type** field, select one of the following:
   - **Web Site Tab** – This is a tab you have created in NetSuite at Lists > Web Site > Tabs.Lists > Site Builder > Tabs
   - **Hosted Web Page** – This is an HTML file you have uploaded to the Web Site Hosting Files folder in the NetSuite file cabinet.
4. In the **Web Site Home Page** field choose the tab or HTML file you want to use as the landing page for your website.
5. In the **Default Hosting Root** field, you can select the root folder where your hosted files exist in the file cabinet.
6. Click **Save**.

Changing the Image and Text on Your Home Page Tab

You can add a Flash file or an image to the home page of your web store in addition to a greeting or message for online visitors. Note that only the standard home tab provided by NetSuite includes a field for displaying a Flash file.

To change the image and text on the home tab:

1. Upload your own Flash or image file to the Images folder of the file cabinet.
2. Go to Lists > Web Site > TabsLists > Site Builder > Tabs. Click Edit next to your Home page.
3. In the **Category List Layout** field, select **Standard Featured Items Layout**, or one of the basic site templates labeled **WELCOME (category layout)**.

   Note that the layout you select determines whether or not your Flash file runs properly. If you use the Advanced Site Customization feature, you can further customize the basic templates in NetSuite. For more information, see Creating Item/Category Templates.
4. Select your picture in the **Image / Flash® File** field.
5. Enter text for display on the home page in the **Greeting** field and the **Message** field. You can enter basic HTML in these fields.
6. Click **Save**.

Applying a Layout or Template on Your Site Builder Home Page

You can apply a layout or template to your website tab to customize the look and feel of your home page. For general information about website layouts, see Creating and Editing Website Layouts.

To apply a layout or template to your home page tab:

1. Go to Lists > Web Site > TabsLists > Site Builder > Tabs.

   If you use the Multiple Web Site feature, select the site in the Web Site list.
2. Click **Edit** next to your home page tab.
3. In the **Category List Layout** field, select one of the layouts named **WELCOME (category layout)**.
4. In the **Items List Layout** field, select one of the layouts named **WELCOME (item layout)**.

   > **Note:** The basic standard WELCOME layouts are formatted specifically for the home page tab that NetSuite provides.
5. Click **Save**.

If you use the Advanced Site Customization feature, you can customize the HTML in the standard basic Item/Category Templates and then select one of your custom templates for use on the home page tab. For more information, see Customizing Site Themes.

Setting Up Shipping

To set up shipping for your Site Builder site, follow the instructions as outlined for a SuiteCommerce site. See the help topic Shipping.

To set up the shipping estimator for a Site Builder site, the procedure varies slightly from setup for a SuiteCommerce site as described below.

Shipping Estimator in Site Builder

In Site Builder websites, check the **Show Shipping Estimator in Cart** box. To display the shipping estimator with additional fields for entering shipping information in the shopping cart, you must enable both preferences, **Show Shipping Estimator in Cart** and **Show Extended Cart** on the Appearances subtab.

To display the shipping estimator in a Site Builder website:

1. Go to Setup > Site Builder > Set Up Web Site.

   If you use the Multiple Web Sites feature, click **Edit** next to the web site you want to modify.
2. Click the **Appearance** subtab.
3. Check the **Show Shipping Estimator in Cart** box.
4. (Optional) Check the **Show Extended Cart** box to display additional fields for entering shipping information, coupon codes, and gift certificates.
5. Click the **Shopping** subtab.
6. Make a selection from the **Shipping Estimator Preference** list. For more information, read the help topic Shipping Estimator Preference Options.
7. Click **Save**.

Setting Order Amount and Quantity

To set up shipping for your Site Builder site, follow the instructions as outlined for a SuiteCommerce site. See the help topic Order Quantity.

Creating Multiple Websites

When you use the Multiple Web Sites feature, you can create more than one website in your NetSuite account, each with its own branding, look, and feel. Each site can have a separate URL, separate items, and separate shopping carts. In addition, each site can have a different source. For example, one site can be an HTML site you host from NetSuite, one can be a NetSuite-generated site with some of your items, and one site can be an external catalog site that links to a NetSuite shopping cart.

The following is shared between multiple websites and cannot be changed on a per-site basis:

- Customer Center orders, items, and cases

  These will all show together if the customer has one customer record and login for all of your websites. To avoid this, you may want to keep duplicate records for customers if they registered for different sites with unique logins and therefore have more than one customer record.
- Web site reports and analytics
- Custom text on the Customize Web Site Text page
- Item names and descriptions
- Category names, descriptions, and images
- Shipping items/methods
- Image resizing on the Resize Images page

Before you can set up multiple websites first make sure the Multiple Web Sites feature is enabled in your account at Setup > Company > Setup Tasks > Enable Features > Web Presence.

> **Important:** After you have enabled this feature, turning off the Multiple Web Sites feature will remove access to tabs and categories of all sites except your primary site.

When you use the Multiple Web Sites feature, the Set Up Web Site page where you would otherwise set up a single website becomes a list for your multiple sites. You can use this page to create a new site, or edit preferences on an existing site.

To set up multiple websites:

1. Go to Setup > Site Builder > Setup Tasks > Set Up Web Site > New.
2. In the **Display Name** field, enter a display name as the published name to your site.
3. In the **Internal Name** field, enter a name for your site that will show in lists and fields in your NetSuite account. Having a different internal name can be useful if you need to note in the name what the site is used for or if you want to publish two sites with the same name that are different internally.
4. Before setting other preferences, click **Save**. This saves your site in your account and lets you select the new site name when setting up your URL on the domains page.
5. Set up your domain name for this site at Setup > Site Builder > Setup Tasks > Domains. Make sure to select your new site name in the **Web Site** column.

   For more information on settling up domains, see the help topic Domain Names.
6. Return to Setup > Site Builder > Setup Tasks > Set Up Web Site. Click **Edit** next to the site name.
7. You can now set preferences specific to this site, such as theme, logo, and language.

   For more information on setting preferences for a site, see the list of related topics at the bottom of this page.

8. Click **Save** when you have finished setting preferences.

You can now add content to this site. For more information, see Publishing Content With Multiple Websites. See also, Creating Hosting Root Folders for Multiple Websites.

For instructions on publishing an item on the home page of your website, see Featuring Items.

Publishing Content With Multiple Websites

When you use the Multiple Web Sites add-on and feature, you can choose which website you want to publish a tab, a category or an item to. When visitors view a page of a site, they can only access the tabs assigned to that site.

Categories are only assigned to one tab and therefore only to one site. However, you can publish items to more than one site in the categories and tabs you choose. You can also reuse tab and category names across sites if needed. Because you must select a site before selecting a category, you are prevented from selecting the wrong category or tab when you reuse a name.

To publish content to a NetSuite site:

1. To create tabs for your site, go to Web Site > Publishing > Tabs > New to create tabs for your site..
2. If you are creating a hosted tab for a combination site, click **New Hosted** Tab.

   If you are creating a tab with items or information from your NetSuite account, click **New Presentation** Tab.
3. On the tab record, in the **Site** field, select the site where the tab should show, and fill in other information for the tab. For more information on creating tabs, see Creating Website Tabs. A tab can only show in one site. If you need a tab with the same name in two sites, you can create a second tab with the same name and select the other site name.
4. Repeat these steps for each tab you need in each site.

   You can now add categories to organize the tab.
5. Go to Web Site > Publishing > Categories > New..
6. On the category record, in the **Site** field, select the site where this category should show.

   Selecting a site filters the list of categories you can select in the Subcategory of field. It does not publish a category or saved search only.
7. In the **Subcategory of** field, select the tab or category where this category should be placed. Only tabs and categories set to show in the site you chose can be selected.

   > **Important:** If you are editing the location of a category or a published saved search, remember to change the category in this field. Changing the site in the **Site** field only does not change the location.

8. At the bottom of the **Basic** subtab, select and add each item that should show in this category on this site. You can add information items for posting text, you can select items to sell, or select files from the file cabinet to share. To select more than one item, click **Add Multiple**. Items are not shown online until they are added to a published category.

   Categories are published when they meet the following criteria:
   - The **Display in Web Site** box is checked or an audience is selected on the **Audience** subtab.
   - The parent category is a tab that is displayed in the website or includes the same audience.
9. Fill in other information for this category. For more information, see Creating Site Categories.

Your tabs, categories, and items are now added your site. When you create or edit items in the future, you can add them or remove them from a site on the Store subtab of the item record.

Previewing Sites With the Multiple Web Sites Feature

When you do not have the Multiple Web Sites feature enabled, you preview a website at Setup > Site Builder > Preview Web Site.

With the Multiple Web Sites feature enabled, you can still use the Preview Web Sites page, or use the Preview link from the Web Sites list at Setup > Site Builder > Set Up Web Site.

Multiple Website Online Pricing

You can create multiple online price levels, enter different online prices for your items, and then choose which online price should display for items on your web store.

If you use the Multiple Web Sites feature, you can display the same item on different sites with different price levels on each site. For example, you may want to display items with discount or wholesale pricing on one of your websites, while another site displays the retail price.

To apply a price level to items in your web store, first create the price level. Then, enter the price for this price level on the item record, and finally, apply the price level to your web store.

To create the price level you want to apply to items in your website:

1. Go to Setup > Accounting > Accounting Lists > New.
2. Select **Price Level**.
3. Click **New**.
4. In the **Price Level** field, enter a name for your new price level. For example, you might include the website name in the price level name.
5. You can enter a positive or negative percentage in the **Markup/Discount %** field to mark up or discount prices that may already exist for this price level.

   If you want to update all items with prices at this price level, check the **Update Existing Prices** box to apply the markup or discount.
6. Check the **Online Price Level** box.
7. Click **Save**.

To enter a value for the new price level on an item record:

1. Go to Lists > Accounting > Items.
2. Click **Edit** next to an item.

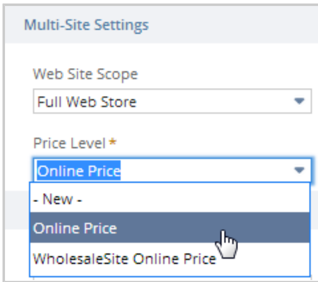
   On the **Pricing** subtab, you will see a field for your new price level.
3. Enter a price for the new price level.
4. Click **Save**.

To choose which price level to apply to the website:

1. Go to Setup > Site Builder > Setup Web Site.

If you use the Multiple Web Sites feature, click **Edit** next to the site you want to modify.

2. Click the **Setup** subtab.
3. In the Multi-Site Settings section, set the **Price Level** field.
4. Click **Save**.



Now items displayed on the site show prices from the price level you defined on the item records.

If you do not enter a price for the new price level field on an item record, that item displays the default online price. Customers who have a price level defined on their customer record continue to see their price level when they log in on any of your websites. For more information, see Site Builder and OneWorld.

Multiple Web Site Pricing and the Customer Center

When a shopper enters a sales order from the My Account tab on your web store, items on the sales order form display the price level for the site.

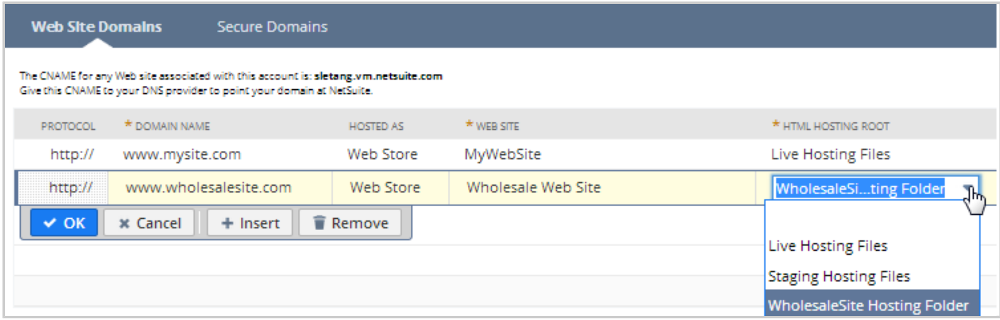
When a shopper logs into the Customer Center from www.netsuite.com, they see the price level for the last web store they visited. If your customer has not visited any of your websites, they see the price level assigned to your primary website.

Creating Hosting Root Folders for Multiple Websites

To organize files more efficiently, you can create a hosting root folder for each of your websites. After you associate a domain with a hosting root, each file in the root folder generates a unique URL that includes the domain.

To create an additional website hosting folder:

1. Go to Setup > Site Builder > Web Site Hosting Files.
2. Click **New Folder**.
   a. Name the folder for the hosting root or website you are creating.
   b. Accept the default value in the **Sub-Folder of** field. The default setting is **Web Site Hosting Files**.
   c. Click **Save**.
3. Upload files to the folder you created in Step 2. You can also create a sub folder for image files in this hosting root.
4. To associate the website domain name with your new hosting root folder, go to Setup > Site Builder > Domains.



a. Enter a domain name for your website.
b. Select a hosting root for your website. All the website hosting folders show in the list under **HTML Hosting Root**.
c. Click **Save**.

If you associate a hosting root folder with a domain, the domain is included in the URL generated for each file in that folder. Click Edit next to any file in the hosting root folder to see a list of the URLs you can use to point to that file on any page of your site.

Site Builder and OneWorld

When you use Site Builder in a NetSuite OneWorld account, you can associate multiple subsidiaries with a website. Although there is one website, site visitors can choose the subsidiary information they want to view by making a selection from a list displayed on the site. After selecting a subsidiary, the site shows only the following types of information specifically associated with that subsidiary:

- Language options
- Currency options
- Minimum order amount
- Tax rates
- Shipping items
- Credit card options
- Items and information items

For example, when parent company Wolfe Electronics creates a Site Builder website, the main site's home page has a field where visitors can select Wolfe Electric US or Wolfe Integrated Circuitry UK. If the visitor selects Wolfe Electric US, then items and shipping options available in the United States are displayed. The currency on the website is set to the US dollar, and the customer is charged US sales tax.

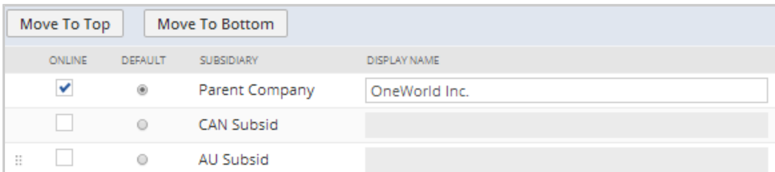
Setting Up Site Builder for Multiple Subsidiaries

You can set up your site to display items and information specific to each of your subsidiaries, by marking them online on the Set Up Web Site page. When subsidiaries are marked online, the Select a Region list displays on your site. A visitor to your site can select a subsidiary from the list and see items, language, tax information, shipping and payment options associated with that subsidiary.

The following steps are for accounts **not** using the Multiple Web Sites feature. For more information about setting up multiple websites with subsidiaries, see Subsidiary Management with Multiple Site Builder Sites.

To select subsidiaries for the region select list displayed online:

1. Go to Setup > Site Builder > Set Up Web Site.
2. On the **Setup** subtab, scroll down to the list of subsidiaries.
3. In the **Online** column, check the box next to the subsidiary that should be available on your website.



4. In the **Default** column, select one subsidiary to act as the main site.

   Your default site is the site unregistered visitors or customers who have not logged in see first. Search engines can only spider your default subsidiary site.
5. In the **Display Name** column, you can create an external name for each subsidiary to show on the site. This is the name site visitors select when choosing which subsidiary to view.
6. Click **Save**.

After completing the setup steps, the **Select a Region** list is added your site. Visitors to your website can choose a subsidiary from the list. If you use the Advanced Site Customization feature, you can change the name of the list at Setup > Site Builder > Customize Text.

Displaying Subsidiary Languages and Currencies on your Website

Choosing a subsidiary in the website changes the site to display the default language of that subsidiary. Only an account administrator can add languages on a company's General Preferences page. However, employees with the default Store Manager role can mark languages available online on the Setup Web Site page. To select the languages available for your account, see Setting Up a Site for Multiple Languages.

To set the languages available for your website:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Appearance** subtab.
4. Scroll down to the bottom of the page, and click the **Languages** subtab.
5. In the **Online** column, check the box next to the language that should be available on your website. You can choose multiple languages.
6. Click **Save**.

Choosing a subsidiary in the website changes the site to display the default currency associated with that subsidiary.

To set the currencies available on your website:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.

3. Click the **Shopping** subtab.
4. Scroll down to the bottom of the page.
5. In the **Default** column, select one currency to act as the main currency.

   Your default currency is displayed on your site before visitors choose a subsidiary.
6. In the **Online** column, check the box next to the currencies that should be available on your website.
7. Click **Save**.

Navigating Directly to a Subsidiary Website in Site Builder

You can provide customers with a URL to view a certain subsidiary on your website without having to select the subsidiary from the list on your site. To create a URL that goes directly to a subsidiary, add **&subsidiary={nkey of subsidiary}** to the end of your website's URL.

For example, the URL for your site displaying a subsidiary with nkey 5 might look like this, if you use a custom domain for your website: **http://shop.mystore.com?subsidiary=5**.

To find the nkey of the subsidiary, you can:

- Open the subsidiary record in your account and find the number following **id=** in the URL of the page, or
- Turn on the Show Internal IDs preference at Home > Set Preferences > General, and find the ID in the list of subsidiaries at Setup > Company > Subsidiaries.

Subsidiary Management with Multiple Site Builder Sites

When you use the Multiple Web Sites feature in a NetSuite OneWorld account, you can create completely separate websites for each subsidiary. This lets you create an entirely different look and feel for each site, including different colors and logos.

To do this, see the steps for creating multiple sites, Creating Multiple Websites. On each site record, set one subsidiary as online and default. Each site then uses the appearance and shopping preferences set on the Set Up Web Site page for that site and displays the items and options for the subsidiary selected.

To set up multiple Site Builder sites with multiple subsidiaries:

1. Go to Setup > Site Builder > Set Up Web Site.
2. Click **Edit** next to a website.
3. On the **Setup** subtab, scroll down to the list of subsidiaries.
4. In the **Online** column, check the box next to the subsidiary (or subsidiaries) that should be available on the website.
5. In the **Default** column, select one subsidiary to act as the main site.

   Your default site is the site unregistered visitors or customers who have not logged in see first.
6. In the **Display Name** column, you can create an external name for each subsidiary to show on the site. This is the name site visitors select when choosing which subsidiary to view.
7. Click **Save**.
8. Repeat the steps above for each website for which you want to display subsidiaries online.

Managing Website Customers in OneWorld with Site Builder

Visitors to your website can use a list displayed on your Site Builder site to select the subsidiary information they want to view. After the visitor selects a subsidiary, that subsidiary is assigned to the customer record created when he or she submits an order. If the visitor does not submit an order, but signs up on your website, then the subsidiary is assigned to the lead record created in NetSuite.

Customers returning to your website are automatically directed to the subsidiary on the customer record, and the list of subsidiaries is not displayed in the site. An administrator can only reset the subsidiary on the customer record in NetSuite if no transactions have occurred.

Setting the Default Customer Role

New customers registering on your website are assigned a default customer role that you specify. In a OneWorld account, the corresponding subsidiary must be defined on the default customer role. If the subsidiary is not defined on the default customer role, then information such as shipping options may not be available to the customer.

To define a subsidiary on the default customer role:

1. Go to Setup > Company > General Preferences.
2. Find the **Default Role for New Customers** field. Remember the role selected here.
3. Go to Setup > Users/Roles > Manage Roles.
4. On the list of roles, find the role that is selected as the default role for new customers from Step 2. Click the link to view the values in the **Subsidiaries** list. All subsidiaries that have web stores should be selected. You can click **Customize** to update the role.

> **Note:** To complete this task, you need an administrator role, or permission to modify users and roles.

Selecting a Credit Card Gateway for a Subsidiary Website

To associate payments from online orders with the right subsidiary, you must select the credit card gateway on the Set Up Web Site page. For Site Builder, you can associate multiple subsidiaries and gateways with one website. For SuiteCommerce Advanced, you must select one subsidiary and one gateway for each website. The following steps can be applied to both Site builder and SCA. Only an administrator can set up new credit card processors in NetSuite. However, employees with the default Store Manager role can associate the credit card processor with a subsidiary website.

To select a payment processing profile for a website associated with a subsidiary:

1. Go to Setup > Site Builder > Setup Tasks > Set Up Web Site (Administrator).
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. In the **Payment Processing Profiles** column, select a Payment Processing Profile for each subsidiary marked online.

> **Note:** For SuiteCommerce Advanced (SCA), you can have only one subsidiary for each website. For more information, read the help topic SCA and OneWorld.

4. Click **Save**.

Displaying Items in Site Builder with OneWorld

When a shopper visits your web store and selects a subsidiary from the list, only items published to that subsidiary are displayed on the site.

Note that on the web store, NetSuite automatically displays prices for items based on currency conversion. You must assign an Online price that is equal to the base price if you want to bypass the currency conversion per price level.

To publish items to a subsidiary in Site Builder:

1. Go to Lists > Accounting > Items.
2. Click **Edit** next to an item.
3. In the **Subsidiary** field, select the subsidiary you want to associate with the item.

   > **Note:** To make the item available in multiple subsidiaries, press and hold the CTRL button as you select the subsidiaries in the list.

4. Check the **Display in Web Site** box.
5. On the **Pricing** subtab, enter a price for each currency available online.

   > **Note:** Pricing values are not automatically converted for display in the web store. If you do not enter a price for a currency that is available online, when a shopper selects that currency and region combination on the website, the item is flagged as "Free."

6. On the **Web Site Categories** subtab, select a **Site Category** for displaying the item online. Click **Add**.

   For more information about the fields on the **Web Store** subtab, see Setting Up Items for the Web Site.

7. Click **Save**.

For more general information about working with items in NetSuite OneWorld, see the help topic Setting Up Inventory in OneWorld.

For more information about displaying items in your website, see Displaying Items and Information.

Setting up Multiple Currencies in a Site Builder Web Store

You can display and sell website items in any currency you set up in NetSuite. First, your customers choose their currencies on your website. Then, all prices are automatically updated to display your customers' preferences.

You can use this feature on a Site Builder website. Also, you must have the Multi-Currency feature turned on. To do this, go to Setup > Enable Features > Company. Check the Multi-Currency box, and click Save.

Then, navigate to Setup > Site Builder > Set Up Web Site. On the Appearance subtab, check the box next to Show Web Site Currency, and click Save.

Checking this box will display a currency selector in your web store. The first time customers visit your site, they can select a currency. This will convert all prices in your store to the currency they select. This includes prices in the shopping cart, checkout sequence, and in the Customer Center.

Note: After a customer selects a currency and completes a transaction, that customer must use the same currency on all subsequent transactions.

To set currencies for display on multiple websites:

If you use the Multiple Web Sites feature, you can set different currencies to display on different web Sites.

1. Go to Setup > Site Builder > Setup Web Site.
2. Click **Edit** next to the site you want to work with.
3. Click the **Shopping subtab**, and scroll to the bottom of the page.
4. In the **Online column**, mark the currencies you want to display on the website.
5. In the **Default column**, mark the currency which is the default for this site. This currency will automatically display in the Currency portlet on the web store, if the shopper does not select a different currency.
6. You can set a **Minimum Order Amount** for any of the currencies displayed on your site. Shoppers are not allowed to complete checkout unless the total price of the items in their cart is equal to or greater than the minimum order amount set here.

Setting Up a Site for Multiple Languages

When you use the Multi-Language feature, you can give your site visitors the option to view your site in other languages. Item, tab, category names, and descriptions display the translations you provide. Field labels, buttons, and warning messages display automated translations.

Note: You need an Administrator role to set up multiple languages.

To set up multiple languages for your web site:

1. Go to Setup > Company > Enable Features..
2. On the **Company** subtab, check the **Multi-Language** box.
3. Click **Save**.
4. Go to Setup > Company > Preferences > General Preferences.
5. On the **Languages** subtab, select and add each language that you want to make available in your NetSuite account and on your web site. For more information, see the help topic Configuring Multiple Languages.
6. Click **Save**.

To translate item names and descriptions into different languages:

1. If you already have items set up in NetSuite, go to Lists > Mass Updates > Bulk Update Translation. Here, you can enter translated content for items, categories, tabs, saved searches, and more. Translated content is displayed when site visitors choose an option in the language selector portlet on your web store.
2. Select the language in which you want to create content.
3. Enter your translated text on the **Web Site Items** subtab.

4. Click **Save**.
5. Repeat steps 1–4 for each language you want available on your site.

To set language preferences for your site:

1. Visit the Web Site Setup page for your web site.
2. On the **Languages** subtab, select each language that you want to make available in your site. If you select more than one language, the language selector portlet appears in your site where customers can choose the language they want to use for viewing your site.

   > **Note:** For step-by-step instructions, see Web Site Language Preferences

3. Click **Save**.

If you do not use Advanced Site Customization and you send email confirmations to web site customers, the email is sent in the default language selected for your site.

When you create or edit item or information item records with the Multiple Languages feature on, you can customize the translations for displaying information in your site.

Setting Web Store Backorder and Out-of-Stock Preferences

The instructions below explain how to specify preferences for back orders and selling out-of-stock items in your Site Builder web store.

To set up back order preferences for the site:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Shopping** subtab.
4. In the **Webstore Out Of Stock Items** field, select how to handle items that are out of stock in your web store:
   - **Allow back orders but display out-of-stock message –** Customers can purchase an out-of-stock item. A message appears beside the item in your store informing customers this item is out of stock. However, this item can be purchased and processed through your shopping cart.
   - **Allow back orders with no out-of-stock message –** Customers can purchase an out-of-stock item. No message is posted saying this item is out of stock.
   - **Disallow back orders but display out-of-stock message –** Customers cannot purchase an out-of-stock item. A message appears beside your item in your store informing customers this item is out of stock. The Add to Shopping Cart link is removed from beside this item.
   - **Remove out-of-stock items from store –** Customers cannot purchase out-of-stock items because they are automatically removed from your store until their supply is replenished.

     > **Note:** If you choose this setting and turn on the Multi-Location Inventory feature, items do not show in your web store until after they have been distributed.

5. Click **Save**.

> **Note:** The **Disallow back orders but display out-of-stock message** or **Remove out-of-stock items from store** option does not prevent you from adding the out of stock items to the shopping cart using the `additemtocart.nl` request handler or the `addItem(item)` and `addItems(items)` order methods. However, when you try to place the order with such out of stock items in your shopping cart, an error message is displayed and you will not be able to place the order successfully.

You can also set the out-of-stock messages and the out-of-stock behavior for each item individually. Use the following instructions to modify settings on the item record.

To set up out of stock behavior on the item record:

1. Go to Lists > Accounting > Items.
2. **Edit** the item record.
3. Click the **Web Store** subtab.
4. In the **Out of Stock Message** field, enter an out-of-stock message you want to display when this item is out of stock.
5. In the **Out of Stock Behavior** field, select an option for back-ordering items that are out of stock in your web store.
6. Click **Save**.

The settings on the item record override the preference on the Set Up Web Site page.

> **Note:** If you use the Advanced Inventory Management feature, you can use a NetSuite Web Site Tag to display the lead time for when you expect the item will be in stock. For example: This item will be back in stock in <%=getAttribute('item',id,'storeleadtime')%> days.

Customizing the Shopping Cart in Site Builder

Whether you have a hosted HTML site, a NetSuite-generated site, or an External Catalog site, NetSuite automatically displays the shopping cart in your site when you choose Web Store as the Web Site Scope preference at Setup > Site Builder > Set Up Web Site.

To customize the shopping cart, choose the columns you want to show in the cart, you can also modify the width, and the order in which the columns display. Note that all the columns displayed in the shopping cart also display in the order fulfillment email notification sent to the customer. You can also use the extended cart.

> **Note:** If you are using the Multiple Web Sites feature, you will not see a Cart subtab on the Set Up Web Site page until after you click Save on the Web Site Setup page for the first time.

To customize the shopping cart:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Cart** subtab.
4. Check the box in the **Show** column next to each column you want to display in your site.
5. Using the handles on the left side of each column name, click and drag the column to the correct position. The top of the list represents the left-most side of the shopping cart.
6. In the **Width** column, enter the percentage of space each column should take, totaling to 100% among shown columns.

7. Click **Save**.

Customizing Checkout in Site Builder

You can use custom transaction body fields in your web store to collect additional information from your customers during checkout.

When shoppers check out, the information they enter shows up on the sales order created in NetSuite.

Employees with the Store Manager role cannot set up custom transaction body fields. These steps are provided for those with Administrator roles.

To use transaction body fields in your store:

1. Go to Customization > Lists, Records, & Fields > Transaction Body Fields > New..
2. In the **Label** field, enter a name for the custom field. This is the name of the field as it will show to customers.
3. In the **ID** field, enter an ID for this field with no spaces. This ID is used in attribute tags if you want to call information saved in this field for display in your site. For more information, see Creating Attribute Tags for Custom Records and Custom Fields.
4. Select an option in the **Type** field.
5. If you selected List/Record in the Type field, select the type of list or record that can be selected in this field.
6. Make sure the **Store Value** box is checked to store the information gathered in this field in your account. You should only clear this box if this field is meant for display only.
7. Check the **Show In List** box to show information from this field on sales transactions lists.
8. If you selected List/Record in the Type field, you can check the **Record is Parent** box to indicate that the record type selected is a parent record. This field is used to create a parent-child relationship between two record types.
9. On the **Applies to** subtab, check the **Sale** and **Web Store** boxes. Checking these two boxes indicates for your custom field to appear in both your store and on sales orders.
10. To print this custom field on standard forms, check the **Print on Standard Forms** box.
11. On the **Display** subtab, set display location and enter help for this field
12. Click the **Validation & Defaulting** subtab, and then check the **Mandatory** box to make this a required field. This subtab also includes other options such as **Maximum Length**, and **Default Value**.
13. On the **Sourcing & Filtering** subtab, decide what options customers should be able to select online. Selections available for sourcing depend on the type of custom field you are creating.
14. Click **Save**.

This custom body field appears in the checkout of your store. When you approve a sales order from your store, these custom body fields automatically record your customer's information on the sales order.

Best Practices for Website Performance

This topic describes ways in which you can improve performance on your website and create pages that load quickly.

- **Limit the number of items displayed on a page to 25 items or fewer.**

You can do this by restricting the number of rows and columns on the page layout. NetSuite imposes a limit of 50 items per page, but pages with 25 or fewer items load faster.

For more information about creating layouts for your website pages, see Creating and Editing Website Layouts.

- **Avoid hosted pages that display more than 25 items.**

  Because hosted pages use Web Site Tags to display items, NetSuite is unable to limit the number of items on hosted pages. You can create performance problems by making hosted HTML pages that display hundreds of items.

- **Display no more than 250 items in your web store categories.**

  NetSuite generates a warning when you add more than 1000 items to a category. Items beyond the 1000th are displayed on pages in your web store, but performance on your site will be degraded. If you have categories with thousands of items, consider breaking those up into smaller categories.

- **Avoid using an excessive number of tabs.**

  Having more than 20-50 tabs on your site, even if published to different people, can cause performance problems. Avoid the practice of creating a tab published to each one of your users.

- **Whenever possible, use categories and tabs to organize items on your website instead of published saved searches.**

  Public saved search pages do not perform as well as pages with lists of items that you define, especially searches with complex search criteria. For that reason, published search results pages are cached for up to 4 hours so the underlying search does not run more than one time every 4 hours despite potentially heavy page demand.

- **Reuse JavaScript if you create custom site theme templates for your website.** Rework scripts in cell templates to share code.

- **Simplify your JavaScript code.**

  For example, note that the code sample below is reused elsewhere in the website, so only one copy is needed.

```
<script language="JavaScript" type="text/javascript">
function checkForSpecialDisplay(itemName, itemID, itemBlockString)
{
        if ( (( itemName== "" )  && ( itemID== "")) || ( itemName.indexOf('Error') == 1 )  )
{
              // undesirable item leave span off - do nothing
          }
          else {
              // show span
              document.getElementById(itemBlockString).style.display = "";
          }
}
</script>
```

  This is the code sample that will be repeated for each item on page.

```
<script language="JavaScript" type="text/javascript">
        checkForSpecialDisplay(<%=getCurrentAttribute('item','storeDisplayName')%>, <%=getCurre
ntAttribute('infoitem', 'itemid')%>, item-block<%=getCurrentAttribute('item', 'internalid')%>);

</script>
```

Site Builder Items, Forms, & Images

ⓘ **Applies to:** Site Builder

After you set up your site domain and set preferences for how your site should operate, you can begin adding content for display on your site. NetSuite offers a few options for adding website content:

- Add items, information, forms, categories, and tabs in one central location using the Web Site Content Manager. See Using the Site Builder Web Site Content Manager.
- Import items using the Import Assistant at Setup > Import/Export > Import CSV Records. Then add information, forms, categories, and tabs using the Web Site Content Manager.
- Enter all records individually. For more information, read the following topics:
  - Setting Up Items for the Web Site
  - Creating Website Tabs
  - Creating Site Categories

Read the following topics for more information about displaying content on your website, and about types of item records and forms specifically for use on the web store:

- Displaying Items and Information
- Customizing Items in Your Site
- Related Items
- Information Items
- Publishing Forms
- Images

Displaying Items and Information

NetSuite offers a number of optional methods for creating item records for the products you want to sell on your NetSuite web store:

- Import items in CSV format at Setup > Import/Export > Import CSV Records. An administrator can perform imports.
- Enter item records at Lists > Accounting > Items. For more information, see Creating Item Records .
- Enter item records using the Web Site Content Manager at Lists > Site Builder > Content ManagerLists > Web Site > Content Manager. For more information, see Using the Site Builder Web Site Content Manager.

If you use the Web Site feature only, items you display in your site are not for sale. If you use the Web Site feature with the Web Store feature, items you display are offered for sale in your store, using the preferences on the Store subtab of item records.

You can create an information item to display contact numbers, directions, and business hours on your site. See Information Items.

Setting Up Items for the Web Site

When you set up items to display on your Web site, visitors to your site, can click a link to an item, see the item display page, and potentially submit an order for the item. To display an Item in your Web store, you must complete the following tasks on the item record:

- On the Pricing subtab, enter a price for the item.
- On the Web Store subtab:
  - Select a Site Category to display the item.
  - Check the Display in Web Store box.

After you complete the tasks above, the item displays on your Web site or Web store. Use the Web Store subtab on item records to set other aspects of the item page display.

1. Go to Lists > Accounting > Items.
2. On the item record, click the Web Store subtab.

Web Store Display

1. In the Page Title field, enter the text you want to appear in the upper-left corner of an Internet browser when customers view this item in your Web store. This should be a descriptive title for the item page. It can help achieve better results with search engine ranking.
2. In the Web Store Display Name field, enter the name to show in the Web site for this item.
3. In the Web Store Description field, enter a brief description of this item to show under the web store display name.
4. In the Detailed Description field, enter details about the item to show when a site visitor clicks the display name for the item.
5. The description fields can have letters, numbers, and basic punctuation. You can also enter basic HTML codes like lists, bold characters and underlines. You can enter 999 characters in the Store Description field and 1,300 in the Detailed Description field.
6. In the Featured Description field, if this item is displayed on the home page of your Web site, enter a featured description for this item. This description appears below the item's store display name on the Home page of your store or site.
7. You can enter up to 999 characters including basic HTML code.
8. Enter and format text using the formatting options, or click the HTML Source Code link to enter HTML.
9. In the Item Drilldown Template field, select an HTML template to set the look and feel of the item page when displayed in your site.
10. If you do not select a template here, the item template used by default is the one you select on the Appearance subtab at Setup > Web Site > Setup Tasks > Set Up Web Site.
11. If you use the Advanced Site Customization feature, you can create and edit HTML item templates at Setup > Web Site > Setup Tasks > Item/Category Templates . For more information, see Item and Category Templates.
12. Use the fields listed below to choose an image to show with an item on your site. You must upload images to your NetSuite File Cabinet before you can select them on item records.
13. For more information, see Using Images in your Web Store.
    - **Item Display Image** - Select an image to show on the item display page.
    - **Item Display Thumbnail** - Select an image to show with the item before a customer clicks the item for more information.
14. After you have selected the appropriate settings for all necessary fields on the record, click Save.

> **Note:** The fields described below offer optional settings for items you publish on your Web site.

Specials Display

- If you want to put this item on special, check the On Special box. The item then appears in the Specials category in your store or site. For more information, see Using the Specials Category.
- If you checked the On Special box, enter a specials description for this item. This description appears under the item's store display name in the Specials category of your store or site.

  You can enter letters, numbers and basic HTML code. To eliminate the need for HTML code, clear the View as HTML box, and then enter and formatted text.

Stock and Pricing Behavior

The fields listed below specify the out of stock message for a particular item. The settings here override the default behavior you set on the Web Site Setup page. For more information, see Setting Web Store Backorder and Out-of-Stock Preferences.

- **Out Of Stock Message** - Enter a message to override NetSuite's default out of stock message. This field is only displayed if you use the Advanced Site Customization feature.
- **Out of Stock Behavior** - Choose what you want to happen when a Web store shopper orders an item that is out of stock. The Default option applies the behavior you selected on the Shopping subtab of the Set Up Web Site page. Go to at Setup > Web Site > Setup Tasks > Set Up Web Site.

Use the fields listed below if you allow customers to set the price for an item. For example, customers may be allowed to set the price they want to pay for tickets to a fund raising event.

- **Variable Amount** - Check this box to allow the customer to set the price for the item.
- **Show Default Amount** - Check this box if customers are allowed to set the price for the item, but you want to show a certain price as the default amount.
- **Maximum Variable Amount** - Enter the maximum amount that can be paid or donated for this item.

Use the fields listed below, if you do not want to display the price of a particular item on your Web site. For global settings you can use, see Showing Items Without Prices.

- **Don't Show Price** - Check this box to hide the price of an item online.
- **No Price Message** - Enter the message that should show on the Web site instead of the price. For example, you might enter “Call for Price.”

Search Engine Optimization (SEO) and Product Feeds

Use the fields listed below to help customers find items in your site.

- **Meta Tag HTML** - Enter HTML for the head section of this item page, including Meta Tag keywords. This can help achieve better ranking with search engines. For more information, see Adding META Tags.
- **URL Component** - Enter a descriptive name for this item to appear in the URL for the item page. For more information, see Descriptive URLs in Site Builder.

- **Search Keywords** - Enter alternate words that customers might use to search for this item in your Web site. These can include, abbreviations, misspellings, and acronyms. For more information, see Setting Up Alternate Search Keywords.
- **Exclude From Sitemap** – Check this box to exclude a tab, category or item page from the site map. For more information, see Using the Sitemap Generator in Site Builder.
- **Sitemap Priority** – Use the Sitemap Priority list to indicate the relative importance of your Web site URLs.

  You can select a priority ranging from 0.0 to 1.0 on item, category, and tab records.

  NetSuite assigns the default priority *Auto* to all new and existing tab, category and item records in your account. The priority is calculated based on the position of the item or category in the hierarchy of your Web site.

  For example, your Web site tabs automatically generate a default priority value of 1.0 because they are top level pages. A category published to a tab gets a priority of 0.5. An item published to a category on a tab gets a priority of 0.3.

Use the fields listed below if you want to include an item in a product feed for upload to a shopping comparison Web site. For more information, see Setting Up Web Site Product Feeds .Setting Up Website Product Feeds

These are optional fields that are only displayed for the following item record types: Kit/Package, Non-inventory Item for Sale, Non-inventory Item for Resale, Assembly (lot and serialized), Inventory (lot and serialized).

- **Product Feed** - Select the sites for which you are creating a product feed that includes this item. Press CTRL to select more than one site at a time.
- **Shopping.com Category** - Enter the name of the shopping.com category where the item should be displayed.
- **Shopzilla Category ID** - Enter the category ID provided by Shopzilla for the item.
- **NexTag Category** - Enter the Nextag category name where the item should be displayed.

Web Site Categories

On the Web Site categories subtab, use the Site Category list to select and add each category or tab where you want to publish this item in your Web store. For more information see Tabs & Categories.

If this item appears in multiple categories, use the Preferred Category column to designate a category for the canonical URL that points to this item on your Web site. The canonical URL is favored by Google for indexing your site and it eliminates exposure of duplicate content to any search engine indexing your Web site.

Publishing Items and Information to Tabs and Categories

After you have set up item records and information item records, you must publish tabs and categories on your web store. Items and information are displayed in site in categories. Each category you create must be placed on a tab. Your website comes with two tabs—Catalog and Information. However, you can edit the names of these tabs and create new tabs to display in your website.

1. Create a presentation tab. For more information, see Creating Website Tabs.

   To publish information to the default Catalog or Information tabs, you can skip step one and go directly to creating categories.
2. Create categories to publish on that tab. For more information, see.Creating Site Categories.

3. Publish items to web store categories. For more information, see Adding Items to Web Store Categories.

Alternatively, you can create and edit tabs and categories using the Site Content Manager. For more information, see Using the Site Builder Web Site Content Manager.

You can now continue to create tabs and categories to publish information to your website. You can also create more specific subcategories to place in the categories you have already published.

For example, you can create a tab named Return Policies and a category for that tab, Cash Refunds. Then, create a category named Returns with a Receipt, and select Cash Refunds in the Subcategory of field. Returns with a Receipt is now a subcategory of Cash Refunds. You can then create other subcategories, such as Returns without a Receipt, each with specific information.

In addition to publishing tabs and categories to your website, you can publish them in the following places:

- **Intranet Only** – If you have the Intranet feature enabled, clear the Display in Web Site box when creating a tab or category to display the information to only those people you select on the Audience subtab. Audience members you select must log in to your account to see the tab or category. If you select a particular role, that person must be logged in with that role to see the tab or category.
- **Both Web Site and Intranet** – Select the Display in Web Site check box **and** choose individuals or groups on the Audience subtab. The tab or category then shows both internally to those you select on the Audience subtab and to everyone who visits your website.

Adding Items to Web Store Categories

You can get your website up and running quickly by making your items available online from your Items list.

> **Note:** Only items that have a price are displayed in the website.

If you are creating a site from your current inventory, making multiple items available online at the same time is the fastest way to create your website. You can do this by editing items in the list.

To mark your items available online from the Items list page:

1. An Administrator can make sure the **Inline Editing** feature is enabled at Setup > Company > Enable Features. Click the **Company** subtab.
2. After the feature is enabled, a Store Manager or anyone who has access to the list of items can go to Web Site > Publishing > ItemsLists > Site Builder > Items.
3. Select **Web Store** in the **View** field, and select the type of item you want to display in the **Type** field.
4. Click **Edit**..
5. In the **Display in Web Site** column, mark the items you want to appear online.

After you set items to show online, the items are automatically grouped in the Uncategorized Items list. These items will not appear in your site before they are placed in categories.

To place these items into categories, you can either go to Setup > Site Builder > Web Site Management > View Uncategorized Items (Administrator). You can also expand the Uncategorized Items section on the bottom left of the page at Lists > Web Site > Content Manager (Administrator)Lists > Site Builder > Content Manager.

From the Uncategorized Items list, open the record for an item you want to place in your site. On the Store subtab of the item record, select a category, enter descriptions, choose images for the item and click Save. Repeat this process for each item you want to publish in your site.

> **Note:** You can publish up to 1,000 items per category. Items in excess of 1,000 are still returned in search results, however, and can still be purchased from search results lists. A warning displays on category records containing more than 1,000 items.

Featuring Items

A featured item is prominently displayed on the landing page of your NetSuite website or store. When your customers visit your site, they see the featured item below the greeting and message on your Home page.

The workflow is the same if you want to display an item on the home page of one site or multiple websites. You can add the item to the home page of the website of your choice. Alternatively, on an item record, you can select the site and the home page where you want to publish the item.

To create a featured item from the Home tab:

1. Go to Web Site > Publishing > TabsLists > Site Builder > Tabs.
2. Click **Edit** next to your **Home** tab.
3. Under Content, on the **Items** subtab, select the item for display.
4. Click **Save**.

To create a featured item from the item record:

1. Go to Web Site > Publishing > ItemsLists > Site Builder > Items.
2. Click the name of the item you want to feature.
3. Click **Edit**.
4. Click the **Store** subtab.
5. Enter text in the **Featured Description** field. Create a brief narrative that appears on the Home page.

   You can also enter basic HTML code for bulleted lists, bold characters and underlines.
6. In the **Site Category** field, select the **Home** tab. If you use the Multiple Web Sites feature, choose the **Site** where you want to feature the item.
7. Click **Save**.

Now, this item is featured on your Home page under your welcome greeting and message.

To rearrange the items featured on your Home page, go to Web Site > Publishing > TabsLists > Site Builder> Tabs. Click Edit next to your Home or Welcome page. Under Content, on the Items subtab, click an item to select it, and use the Move Up or Move Down buttons to change its position.

Customizing Items in Your Site

You can customize the look, feel, and organization of items in your site in several ways, including:

Showing Items Without Prices

If you would like to display your items in a website but do not want to sell your items online, you can choose to show only your information and items without a shopping cart or checkout, and your items can show without pricing.

To set up your site for only information and items:

1. Go to Setup > Site Builder > Set Up Web Site.
2. On the **Setup** subtab, in the Multi Site Settings section, find the **Web Site Scope** field and select **Information and Catalog**.
3. Click **Save**.

You can also operate a full web store but have certain items show without a price. You can enter a custom message to show in place of the price for these items.

To hide the price for an item:

1. Go to Web Site > Publishing > ItemsLists > Site Builder > Items.
2. Click **Edit** next to the item that should not show a price.
3. On the **Store** subtab of the item record, check the **Don't Show Price** box.
4. In the **No Price Message** field, enter a brief message that should show in place of the price, such as **Call for Price** or **Negotiable**.
5. Click **Save**.

After a price has been removed for an item, the Add to Cart Button should no longer show for that item, and the customer can contact you for more information.

Using Transaction Line Fields in Your Website

You can use custom transaction line fields in your web store to provide shoppers more information about the items you sell.

When shoppers purchase items that have custom fields, the options they select show up on the sales order created in NetSuite. You can also use these fields to collect information from customers that is specific to your business.

To create a transaction line field for your website:

1. Go to Setup > Customization > Lists, Records, & Fields > Transaction Column Fields > New (Administrator).

2. On the **Applies to** subtab, check the **Sale Item** and **Store Item** boxes. Checking these two boxes enables your custom field to appear in both your store and on sales orders.
3. Learn about other settings on the custom field. See the help topic Custom Transaction Line Fields.

This custom line field appears with your item in your store. When you approve a sales order from your store, these custom line fields automatically record your customer's selection.

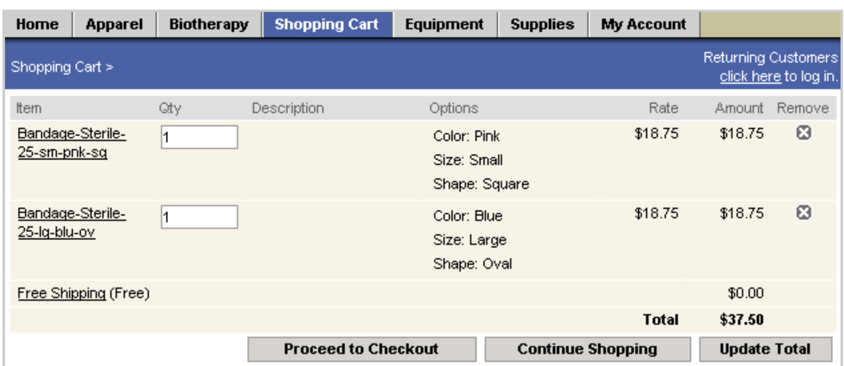
Using Matrix Items to Offer Item Options in Your Site

You can use matrix items in your website to offer various options for products you sell, such as size and color. You can set up matrix items by using the Matrix Item Assistant, or you can set up matrix items individually. For more information, see the help topic Matrix Items.

Only the parent matrix item appears on lists in your website. If the subitems are priced differently within the matrix, the item price appears as a range. The subitem is selected and added to the shopping cart using the transaction item options. The item cannot be added to the shopping cart until each option has been selected.

> **Note:** For NetSuite billing purposes, each matrix subitem is counted as one individual website item. For example, if you sell an item matrix in your website that includes 25 subitems, each subitem counts as one for a total of 25 website items.

The website shopping cart shows the matrix subitem with the correct price for the options selected. The Item column displays the subitem name. The Options column shows the option combination the customer selected.



Note: Employees with the Store Manager role cannot create matrix item options. These steps are provided for those with the Administrator role.

A new matrix item may or may not display on your site based on the preferences set for the display of out of stock items. You may need to create an inventory adjustment (Transactions > Inventory > Adjust Inventory), or set the preference for Out of Stock Behavior on the item record or on the Web Site Setup page (Setup > Setup Web Site > Shopping > Web Store Out of Stock Items). See also, Why is a matrix item not appearing in my web store?

Related Items

You can use related items in your web store to cross-sell products that complement each other.

For example, an electronics web store created a related items group containing cables, extension cords and surge protectors. When a customer views a monitor on the site, the list of related items displays, and she can navigate to the additional products she needs.

There are two ways you can use related items in NetSuite:

- **Related Item Groups** – You first create groups of related items. Then, you add these groups to items you sell in your website. For more information, see Creating Related Item Groups.
- **Related Items** – You can also associate individual items to items you sell on your website. For more information, see Associating Individual Related Items.

Displaying Related Items on your Web Site

In NetSuite, you can use the Set Up Web Site page, to set your preferences for displaying related items, and upsell items on item detail pages. For more information, see Web Site Upsell Preferences.

You can also create an HTML template to customize the display of lists of Related Items and Upsell items on your website. Go to Setup > Site Builder > Set Up Web Site, on the Appearance subtab, select the HTML template you want to use in the Default Related Items Layout, and Default Upsell Items Layout fields.

For more information see Web Site's Appearance Preferences. See also, Item and Category Templates.

Creating Related Item Groups

A related items group is a set of items you can choose to recommend with other items in your website.

For example, Wolfe Electronics creates a related items group that contains items like cables, extension cords and surge protectors. Wolfe chooses to includes this related item group with monitors it sells in its website. When customers view Wolfe's monitors, they can navigate to the other products they need.

To create a related item group:

1. Go to Setup > Site Builder > Setup Tasks > Related Items Categories > New.
2. In the **Category** field, enter a name for this related item group.

   You will select this Category name when adding related item groups to items later in Step 10.
3. (Optional) In the **Brief Description** field, enter a short message describing this group.
4. On the **Basic** subtab, select an item from the list. Each item's brief description appears in the **Item Description** field.
5. Click **Add**.
6. Repeat steps 4 and 5 to add other items to this group.
7. When you have finished, click **Save**.
8. Go to Web Site > Publishing > ItemsLists > Site Builder > Items.
9. Click **Edit** next to the item with which you want to associate the related items group.
   a. Click the **Related Items** subtab
   b. In the **Related Item** column, select the related item group from the list of categories.
   c. Click **Add**.

10. Click **Save**.

Your related items group now appears with the item you are selling in your website. To display the related items group in the shopping cart, you must edit the tab to select the related item groups that should display in the shopping cart.

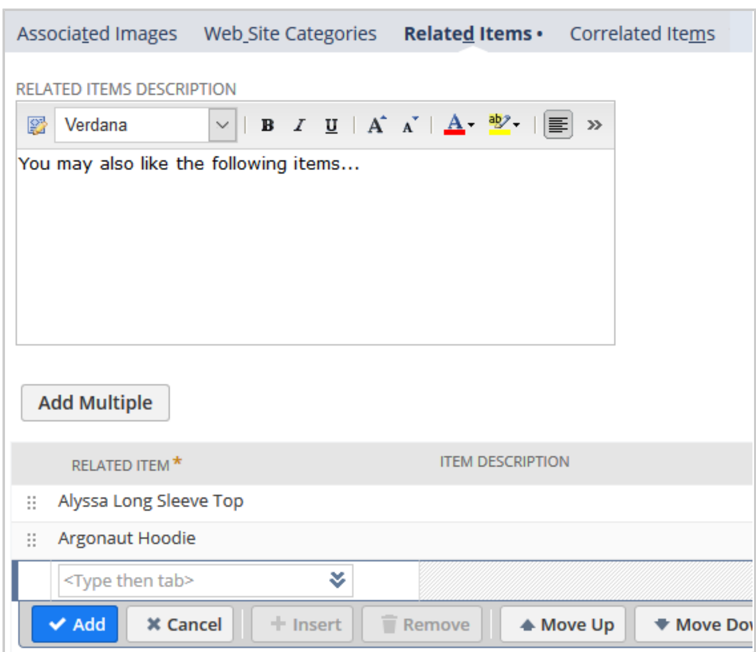
> **Note:** If you use multiple websites, note that items only display on websites specified on the item record. For example, if you include item A and item B in the same related items group, then you must publish both items to the same websites, if you want the two items to always appear together.

Associating Individual Related Items

If you do not want to associate an entire group of items with an item, you can select individual related items on an item record.

To associate related items to an item you sell online:

1. Go to Go to Web Site > Publishing > ItemsLists > Site Builder > Items.
2. Click **Edit** next to the item you want to add a related item to.
3. Click the **Web Store** subtab.
4. Find the **Related Items** sublist.



5. In the **Related Item** column, choose an item to associate with the item you are selling.
6. Click **Add**.

   Click **Add Multiple** to add several items quickly.
7. When you have finished, click **Save**.

Now your related items appear beneath the item you are selling in your website.

Displaying Related Items in the Shopping Cart

You can display a list of Related Items on the shopping cart page of your website. Use the Related Items subtab on the Shopping Cart tab in NetSuite to select a list of items that you want to show.

To show related items in the shopping cart:

1. Click **Edit** next to **Shopping Cart**.
2. On the **Related Items** subtab, select an item to display as a suggested item to purchase in the shopping cart.

   The Advanced Site Customization feature is required for Related Items to display in the shopping cart.

   Click **Add Multiple** to add several items quickly.
3. Click **Save**.

> **Note:** The related items you choose to display in the shopping cart do not change based on what the customer has added to the shopping cart.

Information Items

An information item is a way of communicating with your customers. Information items can include news articles about your company, pictures, graphics, and more.

For example, Christy's Catering wishes to inform customers about an award they have won. Christy creates an information item about this story for customers to read on its website. Christy even includes a picture of the head chef receiving the award.

Information items appear on tabs in your website. You can group similar information items in categories.

You can create two different types of information items:

Type of Information Item	Description	Examples
Text and Images	Displays text and a graphic or picture for your customers to view online.	Use this type to post directions and a picture of your physical location to customers.
Formatted Text	Displays only text on the item detail page.	Use this to include press releases on your website.

Creating Information Items

Both types of information items use the same form for entering data. Text and Image Information Items enable you to include information and images together. Formatted Text Information Items do not display images on the item detail page.

To create an information item:

1. Go to Web Site > Publishing > Information Items > New..

2. Click **Text and Image**.
3. At the top of the page, enter a name in the **Name** field.
4. On the **Basic** subtab, enter brief and detailed item descriptions.

   These description fields can have letters, numbers, and basic punctuation. You can also enter basic HTML codes, like bulleted lists, bold characters and underlines, in the text fields.
5. Check the **Featured Item** box and enter a featured description, if you want the item to display on the home page of your primary website.
6. In the **Item Drilldown Template** field, select an HTML template to set the look and feel of the item page when displayed in your site.

   If you do not select a template here, the item template used by default is the one you select on the Appearance subtab at Setup > Site Builder > Set Up Web Site.

   For more information, see Item and Category Templates.
7. Use the fields listed below to help customers find items in your site.
   - **Page Title** – Enter a descriptive title for the item page. For more information, see Adding Page Titles.
   - **Meta Tag HTML** – Enter HTML for the head section of this item page, including Meta Tag keywords. For more information, see Adding META Tags.
   - **Search Keywords** – Enter alternate words that customers might use to search for this item in your website. These can include, abbreviations, misspellings, and acronyms. For more information, see Setting Up Alternate Search Keywords.
   - **URL Component** – Enter a descriptive name for this item to appear in the URL for the item page. For more information, see Descriptive URLs in Site Builder.
8. Use the following fields to select your preferences if you use a site map:
   - **Exclude from Sitemap** – Check this box to exclude this item page from your site map.
   - **Sitemap Priority** – Select an option for displaying the priority of this page in your site map.

     For more information, see Using the Sitemap Generator in Site Builder.
9. Select one or more **Categories** in which this item should appear.
10. Click the **Media** subtab to choose images for display with the information item:
    - **Text and Image** Information Items allow you to select an Item Thumbnail image for display on the item list page, and an Item Picture image for display on the item detail page.
    - **Formatted Text** Information Items allow you to select only a Thumbnail image for display on the item list page.

      For more information about uploading and using images on your web store, see Images
11. If you use the Multi-Language feature, you can add translations for this item on the **Translations** subtab.
12. Click **Save**.

Your site automatically updates.

Attaching Images to Information Items

Images are graphics that help describe the information you communicate to customers. They can also be a visually pleasing element of your page. Use images to expand customers' knowledge of your company.

Images must be in JPG, JPEG or GIF files that should be less than 10KB. Flash animations are in SWF files and should be no more than 30KB. You can use the same images as much as you like. You can also attach ZIP files and NetSuite unzips them for you.

To attach images to information items, you must first upload or link to the images of your choice. To attach new images, go to Web Site > Files > ImagesLists > Site Builder> Images.

To attach an image to an information item:

1. Go to Web Site > Publishing > Information ItemsLists > Site Builder> Information Items.
2. When the Information Items list appears, click **Edit** next to the item you want to attach an image to.
3. Click the **Media** subtab.
4. On the **Media** subtab, select an image from the list in the **Item Thumbnail** and **Item Picture** fields.

   When customers click a thumbnail, they view the item picture.

   > **Note:** You can set default sizes for thumbnail, drilldown, dense list and dense list drilldown images at Setup > Other Setup > Image Resizing. This enables you to select the same image in both thumbnail and image fields and have the images automatically show in the correct size.

   If there are no images listed, to attach images, go to Web Site > Files > ImagesLists > Site Builder > Images.

   Images must be marked **Available Externally** on the file record to display in your site. Files uploaded to the Images folder are available externally by default.
5. If you want to view an image, click **Preview**.
6. Click **Save**.

Your image appears with your information item in your website.

Entering Information Item Descriptions

The information item name appears as a link on tab and category pages in your website. Below the name is the brief description.

When customers click the link, the item detail page is displayed. The item detail page consists of the information item name, brief description, and detailed description.

To enter a description for an information item:

1. Go to Web Site > Publishing > Information ItemsLists > Site Builder > Information Items.
2. When the Information Items list appears, click **Edit** next to the item for which you want to write a description.
3. If you are creating a new item, click **New** and enter the name of the item.
4. In the **Brief Description** and **Detailed Description** fields, enter what you want your customers to see in your site.

   The description fields can have letters, numbers, and basic punctuation. You can also enter basic HTML codes like bulleted lists, bold characters and underlines.

5. At the bottom of the **Basic** subtab, choose a **Category** in which to display the information item.

   If you have the Multiple Web Sites feature enabled, choose a **Site**.
6. Click **Save**.

Immediately after you enter descriptions, shoppers can view the information in your website.

Using HTML in Description Fields

Enter basic HTML in your site descriptions to better customize the look and feel of your website and personalize how you communicate with your shoppers.

You can enter the following HTML codes in the description fields of tabs, categories, information items and on the Store and Specials sections of item records. Do not enter HTML into name fields. For example, an item's store display name does not accept HTML code.

HTML	Action	Example
Links	Enter before the word you want to make a link. Enter the word you want to make a link, and then enter to close the link.	The word links to your choice.
Bold	Enter word.	The **word** appears bold.
Italics	Enter <i>word</i>.	The *word* appears in italic.
Unordered Lists	Enter - word then - word . Continue with this format until your list is complete, and then enter .	Browse our collection of: ▪ hats ▪ shirts ▪ shoes
Ordered Lists	Enter - first then - second . Continue with this format until your list is complete, and then enter .	Follow these steps to log in: 1. Click the My Account tab. 2. Enter your login information.
Line Breaks	Enter where you want to make a line break.	This text starts a new line after the word "line."
Tables	Enter <table width="the width you want" border="the border you want" cellspacing="the spacing you want">. Then, for every row and column you want, enter <tr><td></td></tr>. To close your table, enter </table>. The HTML code for the following example appears like this: <table border="5" cellspacing="2"> <tr> <td>Cell 1</td> <td>Cell 2</td> </tr> <tr>	Cell 1 Cell 2 Cell 3 Cell 4

HTML	Action	Example
	<td>Cell 3</td> <td>Cell 4</td> </tr> </table>	
Paragraph Breaks	Enter first paragraph . For a new paragraph, enter second paragraph .	This is the first paragraph. This is the second paragraph.
Horizontal Rules	Enter <hr align="where you want it to align" width="the width you choose">. The HTML code for the following example appears like this: <hr align="center" width="20%">	
Images	Enter <img src="http://the source of your image">.	
Fonts	Enter and then enter the text you want to appear in this font followed by . The HTML code for the following example appears like this: This is Courier font.	This is Courier font.
Alignment	Enter the text you want to align .	This is centered.

When you finish entering HTML in description fields and click Save, your changes update in your website. Make sure your HTML looks the way you want. To preview your site, go to Setup > Site Builder > Preview Web Site.

Publishing Forms

You can publish forms in your website that site visitors can use or submit information with, such as customized search forms or email forms that allow customers to send you feedback.

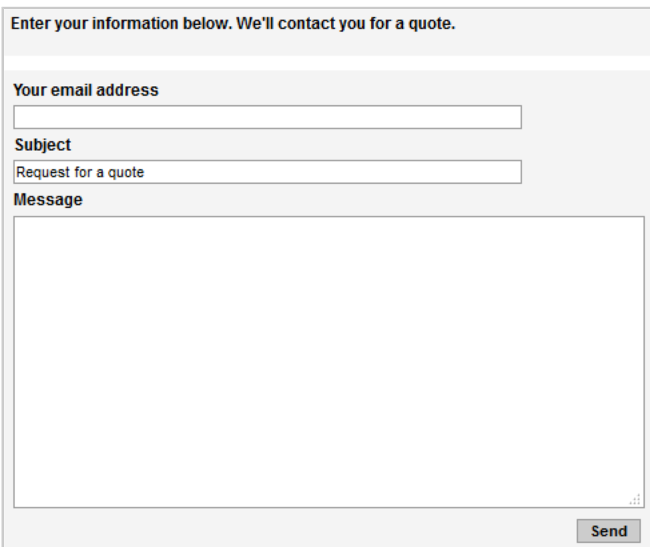
Note: If you want to create and edit any of the forms listed below, your role must have Publish Forms permission, and Store Content Item permission.

Form Type	Description	Usage
Email Forms	A standard form your customers use to send e-mail messages to your company.	Use this to enable customers to e-mail you questions about items you sell.
Search Forms	Enables customers to search using a customized form you design.	Use this type to tweak your site's search form to query only specific fields and to return a narrowly tailored list of results.
Case and Customer Forms	Online forms published as information items allow customers to fill out information directly in your site.	Use this to have leads interested in an upcoming service fill out contact information, creating a new lead record.

Form Type	Description	Usage
		Note: You can only publish customer forms that use the standard template through the Publish Forms page.
File Download with Online Forms	Online form that, when filled out, allows a free download of a file from your File Cabinet.	Use this to capture lead information and create a lead record from site visitors who want to download a free website template.

Email Forms

Email Forms let you create clean, easy-to-use forms that your customers use to send you email. The email form displayed on your website includes an entry field for the sender's email address, and a field for a message. You can define the subject line. This email form cannot be customized. You cannot add more fields to the form.



To enter an Email Form:

1. Go to Web Site > Publishing > Publish Forms > New.
2. Click **Email Form**.
3. At the top of the page, enter a name in the **Email Form** field.
4. On the **Basic** subtab, enter a brief and detailed description.

   These description fields can have letters, numbers, and basic punctuation. You can also enter basic HTML codes, like bulleted lists, bold characters and underlines, in the text fields.
5. In the **Email To** field, enter the email address you want this email to be sent to.
6. Enter a **Subject** for the email.
7. Select a **Layout Mode** from the list.
8. The **Featured Description** appears below the store display name on the Home page of your site. Enter a description here, if you plan to publish the email form to the Home page of your site.
9. Click the **Media** subtab.

10. Select an **Item Thumbnail** image.

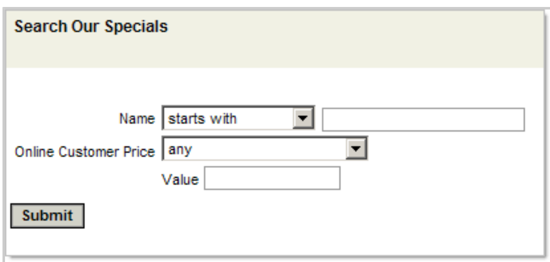
    For more information, see Using Images in your Web Store.
11. If you use the Multi-Language feature, see the help topic Multi-Language Names and Descriptions for more information on using the **Translations** subtab.
12. At the bottom of the page, select the **Site Category** where you want to publish the email form. If you use the Multiple Web Sites feature, select a **Site**.
13. Click **Save**.

The email form is automatically available in your site.

Search Forms

A search form enables you to create a custom search that appears in your website, or intranet site. Customers can select their own search criteria, and the search results show in a list on the site.

For example, Wolfe Electronics publishes an item search to the Catalog page of its website. When customers shop on their site, they can search for items by name or price.



To publish a search form on your website, you must first create a saved search for use with the search form. Then create the search form on the Publish Form page in NetSuite.

After you have created the search form, you can apply a custom layout template to present the items in the search results with a look and feel consistent with the rest of your site. For more information, see Applying Layout Templates to Search Results.

You can also use the search form as the default search in your website. Go to Setup > Site Builder > Set Up Web Site. On the Search subtab, select the name of the search form for either **Search Link Form**, **Search Portlet Form**, or both. Click Save. For more information, see Web Site Search Preferences.

> **Note:** You can create a search form and display it as a portlet on your NetSuite-generated web pages. To display a search form on hosted pages use Web Site Tags. For more information, see Tags for Use in HTML Pages and Site Templates.

To create a saved search for use with a search form:

1. Go to Lists > Search > Saved Searches > New.
2. Select a type of record for the search.

   For example, if this search is for items available on your website, choose **Item**.
3. Enter a name for this search in the **Search Title** field. This title is not seen by your customers.
4. Check the **Public** box to make the search available to use on a Search Form.
5. On the **Criteria** subtab, select criteria to **Filter** the items displayed in the search results.

   For example, if this search is for items available on your website, choose the filter, Display in Web Site, then select Yes. Only items that are marked to display online are included in the search results.

6. On the **Results** subtab, select the columns you want to show in the search results.

   In the example above, Wolfe Electronics shows Name, Description, and Online Price.

   > **Important:** In the Custom Label column, you can change the names of the columns in the search results.

7. Click **Add**.
8. On the **Available Filters** subtab, choose the criteria your customers can select when using the search form on your site.

   > **Note:** When creating a saved search to publish as a search portlet on your website, keep the number of available filters at a minimum to prevent slow performance.

   For example, customers on the Wolfe Electronics website can search by Name and Online Customer Price.

9. Click **Add**.
10. Click **Save**.

Next, create a search form to publish to a tab or category in your website.

To create the search form:

1. Go to Lists > Web Site > Publish Forms > New.
2. Click **Search Form**.
3. In the **Name** field, enter a title for this search form. Customers can see this title.

   For example, if this is a custom search that will appear with your Specials category, you could enter **Search Our Specials**.

4. In the **Saved Search** field, select the search this form is based on.
5. Check the **Disallow Drilldown** box if you do not want customers to click on the link to each item in the search results to see the item page.
6. Check the **Display in Web Site** box, so that the search form appears on your site.
7. The fields on the Basic subtab are optional.
   - Enter any descriptions you want to appear with this search form in the **Brief Form Description** and **Detailed Form Description** fields.
   - The **Featured Description** appears below the store display name on the Home page of your site. Enter a description here, if you plan to publish the form to the Home page of your site.
   - In the **Search Keywords** field, enter alternative search keywords that customers might use to find this search form using your web store's internal search.
   - Check the **Exclude form Sitemap** box to exclude the search form from the Sitemap.
   - **Sitemap Priority** is used for the Sitemap Generator. NetSuite uses the value you set here when you generate the Sitemap.
8. At the bottom of the page, in the **Site Category** column, choose one or more categories where you want this search form to appear.

   If you use the Multiple Web Sites feature, choose the **Site**.

9. On the **Media** subtab, choose a thumbnail image to appear with this search form in lists.

   For more information, see Using Images in your Web Store.

10. If you use the Multi-Language feature, see the help topic Multi-Language Names and Descriptions for more information on using the **Translations** subtab.

11. Click **Save**.

Your search form is now available in the categories you chose in Step 8 above.

Case and Customer Forms

When you publish an online form, customers can complete the form directly on your website. First create the case or customer form, and then follow the steps below to publish the form on your website.

See also, Embedding an Online Form in your Web Site Page.

When you create an online form for publishing on your website, you must check the Enable Online box. Note that the Title on the online form record does not display on your site, but visitors on your site will see the text you enter in the Message field. You create the name for the form that is visible on the website, when you create the published form.

To create online case forms, go to Setup > Support > Online Case Forms > New. For more information on creating online case forms, see the help topic Online Case Forms.

To create online customer forms, go to Setup > Other Setup > Online Customer Forms > New. For more information on creating online customer forms, see the help topic Online Customer Forms.

To publish an online case or customer form:

1. Go to Web Site > Publishing > Publish Forms > NewLists > Site Builder > Publish Forms > New.
2. Select the type of online form you want to publish:
   - For case records, click **Case Form**.
   - For online customer forms, click **Customer Form**.
3. Enter a value in the **Name** field to create the link displayed on your site.

   When site visitors click this name, they are directed to the page where they can fill out your online form.
4. In the **Case Form** field or the **Customer Form** field, select the online form you want to publish.
5. Check the **Display in Web Site** box to make this form available to anyone who visits your site.
6. At the bottom of the page, select the **Site Category** where you want the form to display.
   1. If you use the Multiple Site feature, you must first select a **Site**, and then select the tab or category where you want this form published
   2. Click **Add**.
7. On the **Basic** subtab, the fields listed below are optional:
   - You can enter a **Brief Description** and **Detailed Description** of this form. The brief description displays under the name of the published form in lists on your site. The detailed description displays on the page that displays the form.
   - You can enter text in the **Featured Description** field which shows when a published form is featured on your home page.

   > **Note:** Published forms can only be featured on your home page if you use a NetSuite presentation tab as your home page. Items are not automatically featured on custom HTML pages that you host through NetSuite.

   For more information, see Featuring Items.

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- In the Search Keywords field, you can enter alternate words or misspellings that site visitors might use when searching your website to find this form.

8. (Optional) On the **Media** subtab, select a thumbnail image to show next to the published form name in lists.

   For more information, see Using Images in your Web Store.

9. If you use the Multi-Language feature, see Multi-Language Names and Descriptions for more information on using the **Translations** subtab.
10. Click **Save**.

Embedding an Online Form in your Web Site Page

When a visitor to your website clicks on a link to an online form, a redirect occurs to the page where the visitor completes the form. You may want to embed an online form on your website, to keep visitors on one page.

For example, the Professional Office Supply store has an external catalog website. The merchant wants site visitors to fill out an online customer form on the home page, but wants to keep them on that home page.

You can use an iFrame to embed an online form in your NetSuite web store page, or your own custom HTML page. This lets you display an online customer form in a scrollable box embedded in your web page. Use the sample code below, replacing the URL in the src attribute with the Publishable Form URL displayed on the External subtab of your online form record.

```
<iframe
src ="https://forms.netsuite.com/app/site/crm/externalleadpage.nl?compid=NCC133237&formid=6&h=2
b495d8e81474994631c"
width="100%">
</iframe>
```

To embed an online form in a NetSuite tab, edit the tab, and then add the iFrame in the Message field. For a category, add the iFrame in the Detailed Description field.

To embed an online form in a custom HTML page that is part of an external catalog site or an HTML page you host in the NetSuite file cabinet, edit your file, and then add the iFrame to your custom HTML.

File Download with Online Forms

When you use the Sell Downloadable Files feature, you can offer your website visitors free file downloads when they submit contact information using an online customer form.

Before you set up this information item, you need to create the online customer form customers will fill out to receive the download. For more information, see the help topic Online Customer Forms.

You then need to upload the file that will be available for download. To do so, go to Documents > Files > File Cabinet. Choose the folder where you store downloadable items, and click Add File.

To set up an online form with a free download:

1. Go to Web Site > Publishing > Publish Forms > New.
2. Click **File Download with Online Form**.
3. In the **Name** field, enter a title for this form.

This is the name of the link customers click to fill in and submit their information before downloading. For example, if this is a free music download when customers sign up for your newsletter, you might name it “Free Download!”

4. In the **Customer Form** field, select the online customer form that customers must fill out before downloading the file.
5. In the **Downloadable File** field, select the file from the File Cabinet that customers can download for free after filling out the online customer form.

   > **Note:** This file must be marked **Available Without Login** in the File Cabinet for customers to download the items.

6. Select the **Display in Web Site** box.
7. On the **Basic** subtab, enter any descriptions you want to appear with this item.
8. At the bottom of the page, in the **Site Category** column, choose the category where you want to link to the form and download.
9. Click **Add**.
10. Repeat this process for each category where you want to display the link.
11. On the **Media** subtab, choose a thumbnail image to appear with this customer form.

    For more information, see Using Images in your Web Store.
12. If you use the Multi-Language feature, see Multi-Language Names and Descriptions for more information on using the **Translations** subtab.
13. Click **Save**.

The download automatically begins after site visitors submit their information. They may need to disable popups in their browser to continue downloading. A lead record is created or updated for the site visitor based on the settings in your online form.

> **Note:** If you host your website through NetSuite and want to publish a form, use the following tag within an href attribute: <%=getOnlineFormUrl(itemID)%>. The item ID can be found in the form record's URL.

Images

Images are an integral part of making a website look and feel complete and conveying a company style. In NetSuite, any time you upload an image to a record, it is stored in your file cabinet, found on your Documents tab.

For the purposes of your website, you can upload your item images, company logos, graphic art, and other images to the Images folder of your file cabinet for easy access when associating the images with records in your account. You can upload a compressed file of all of your images using the Advanced Add button on the file cabinet.

Uploading Images

You upload images for use in your website to your NetSuite file cabinet. After files are uploaded to your file cabinet, you can reference them in your store as many times as you like.

After you have uploaded your images, you can use them in your web store. Images must be in JPG, JPEG or GIF files that should be less than 10 KB. Flash® animations are SWF files that should be no more than 30 KB. SWF files can be used only on the Welcome tab of your site.

> **Note:** Save time uploading your images by adding them to a ZIP file on your computer. Then, upload the ZIP file to your file cabinet. NetSuite will automatically unzip the file.

To upload an image:

1. Go to Web Site > Files > Images.Lists > Site Builder > Images..
2. Click the **Add File** button.

   To upload multiple files in a ZIP folder, click **Advanced Add**. When you add multiple files, you can choose to have them all marked as **Available Without Login**. A file must be marked as Available Without Login to display in your site.

   Files uploaded to the Images folder and the Web Site Hosting Files folder are marked as Available Without Login by default.
3. Enter or select the location of your media item, and click **Open**.
4. Repeat these steps to upload other images.

After you have attached images, you can set them to display in your website with items and categories.

After you upload an image, you can go to Setup > Other Setup > Image Resizing > Image Resizing to set a maximum height or width for images when they are used in different places in your site. For more information, see Resizing Images.

You can also enter alt-text for images displayed in your website. This can help to improve search-engine rankings.

To enter alt-text for images, click **Edit** next to the image you want to add alt-text for. Enter the text you want to appear on mouse-over in the **Alt Tag Caption** field and click **Save**.

Using Images in your Web Store

You must first upload images to your NetSuite File Cabinet. Then you can choose which images appear on your site.

To upload your images, go to Web Site > Files > ImagesLists > Site Builder > Images.

To attach an image to an item or category:

1. Go to Web Site > Publishing > CategoriesLists > Site Builder > Categories.

   For example, click Items to attach an image to an inventory part you display in your website.
2. When the page appears, click **Edit** next to the category or item you want to attach an image to.
3. If you are attaching an image to an item, click the **Web Store** subtab.

   If you are attaching an image to a category, click the **Media** subtab.
4. Select a **Thumbnail** and an **Image**.

   You can attach thumbnails and full-size images to items, categories, and information items of type Text and Image.

   > **Note:** . This lets you select the same image in both thumbnail and image fields and have the images automatically show in the correct size.

   Note: You can set default sizes for thumbnail, drilldown, dense list and dense list drilldown images at Setup > Other Setup > Image Resizing. This lets you select the same image in both thumbnail and image fields and have the images automatically show in the correct size.

An image must be marked as Available Without Login on the file record in the File Cabinet to display in your site. All files uploaded to the Images folder and the Web Site Hosting Files folder are marked as Available Without Login by default.

5. If you want to view the image, click the **Open** icon.
6. Click **Save**.

When you attach an image and assign it to a category or item, it automatically appears in your web store.

To attach an image to a category, go to Web Site > Publishing > CategoriesLists > Site Builder > Categories.

To attach an image to an item you sell, go to Web Site > Publishing > ItemsLists > Site Builder > Items.

To attach an image to an information item, go to Web Site > Publishing > Information ItemsLists > Site Builder > Information Items.

Resizing Images

When you set up image resizing, you can upload one image per item or record and set size limits for thumbnail and drilldown images. This prevents you from uploading the same image in multiple sizes.

The resize process maintains the aspect ratio of the image and the image is scaled, so that the height and width are never greater than the dimensions you specify on the Image Resizing Setup page. For example: if you start with an image that is 800 x 500, and resize it to thumbnail size, which is 80 x 80, the image retains its rectangular shape.

> **Warning:** Images with an original length or width greater than 5 megapixels cannot be resized and will not display in your site. Please resize larger images before uploading them to the File Cabinet.

To set default sizes for your images:

1. Go to Other Setup > Image Resizing.
2. Check the **Enabled** box if you want to use automatic image resizing for the following circumstances:
   - **Dense List Drilldown Image** – Applies to images displayed when you drill down on an item displayed in a dense list.

     Dense Lists display basic information about items in a table format. The fields displayed in a Dense List layout are description, price, options, quantity, and the add to cart button. You choose dense or graphical lists when you create or edit Layouts at Web Site > Appearance > Layouts.
   - **Dense List Image** – Applies to images displayed with items in dense lists.
   - **Employee Image** – Applies to employee images when you publish an employee directory with images.
   - **Web Site Drilldown Image** – Applies to images displayed when a thumbnail image is clicked or when customers view the item detail page in the website.
   - **Web Site Category Thumbnail Image** – Applies to category images for categories or subcategories in a list.
   - **Web Site Featured Item Thumbnail Image** – Applies to featured item images on the Home page tab.
   - **Web Site Related Item Thumbnail Image** – Applies to item images in lists of related items.

- **Web Site Thumbnail Image** – Applies to images displayed in graphical lists in your website.

3. In the Maximum Height Column, enter the maximum height for each type of image in pixels.
4. In the Maximum Width Column, you can accept the size given to keep the image in scale or enter the maximum width in pixels that each image can be.

   You can size your images from 10-999 pixels.
5. Click Save.

You can upload images to your file cabinet and select them on item, information item and category records. The images will display in your web store according to your settings on the Image Resizing Setup page.

Resizing Images and Advanced Site Customization

If you use the Advanced Site Customization Feature, you can use the attributes listed below in the HTML of your custom themes and templates to display resized images.

Item Attributes	Notes
storedisplaythumbnailhtml	Returns the item/category thumbnail image. The default image size is 80 by 80 pixels.
storedisplayimagehtml	Returns the item/category image. The default image size is 240 by 240 pixels.
categorythumbnailhtml	Returns the category image. The default image size is 80 by 80 pixels
relateditemthumbnailhtml	Returns item display image. The default image size is 80 by 80 pixels.
featureditemthumbnailhtml	Returns item display image. The default image size is 120 by 120 pixels.

Deleting Images

You can delete images you no longer use.

To delete an image:

1. Go to Web Site > Files > ImagesLists > Site Builder > Images.
2. On the **Images** page, click the name of the image you want to delete.
3. Click **Edit**.
4. Click **Delete**.

   A warning appears asking if you are sure you want to delete this image.
5. Click **OK**. The image is deleted.

After you click **OK**, you return to the Images list. The deleted image no longer appears.

Making Images Available Without Login

To set the proper permissions for images on your Site Builder site, follow the instructions as outlined for a SuiteCommerce site. See the help topic Making Images Available Without Login.

Site Builder Tabs & Categories

Applies to: Site Builder

Tabs are the most basic building blocks of your NetSuite website. They are the pages of your web store. They also group together categories containing similar items and information. You use categories to organize and present items and information on website tabs.

For example, customers click the Printers tab on the Wolfe Electronics web store to view categories that contain different types of printers. In this example, categories include Inkjet, All-In-One, and Laser. When a customer clicks on one of the categories, they can see a list of items to choose from.

These are your options for publishing tabs and categories:

- **Web Site Only** – If you have the Web Site feature enabled, check the Display in Web Site box when creating a tab or category to display the information to anyone who visits your website.
- **Intranet Only** - If you have the Intranet feature enabled, clear the Display in Web Site box to display tabs and categories in your NetSuite account but not in your web store. Make a selection on the Audience subtab to determine who can see the tab or category after they log in to NetSuite.
- **Both Web Site and intranet** – Check the Display in Web Site box **and** select individuals or groups on the Audience subtab. This displays a tab or category both internally to those you select on the Audience subtab and to everyone who visits your website.

The topics listed below describe how to create and work with tabs and categories in your website:

- Creating Website Tabs describes how to create website tabs in NetSuite and how to create hosted tabs.
- Creating Site Categories describes how to create categories.
- Arranging Web Store Categories describes how to organize categories on tab records.
- Publishing Information to an Internal Site describes how to create an intranet site for your NetSuite account.

> **Note:** If you have enabled the Multiple Web Sites feature, turning it off will remove access to tabs and categories of all sites except your primary site. Ensure that you have properly organized categories and tabs before turning off the feature.

Creating Website Tabs

In NetSuite, tabs define the different pages on your website. You use tabs to organize items and information on your site.

You can create two different types of tabs for display in your website:

- Presentation Tabs – where you display categories and items to your customers.
- Hosted Tabs – where you can display an HTML page that you create, or link to another website.

The Home tab is different from other presentation tabs in that you can display content in three columns on the home tab. For more information, see Setting Up Your Site Builder Home Page.

If you want to link to another website, you can use a hosted tab. You can also use a hosted tab to display an HTML page that you create, but to do this you must use the Host HTML Files feature.

NetSuite also lets you build a website of HTML files that you create. For more information, see Hosting HTML Websites with NetSuite Site Builder.

Presentation Tabs

You can create presentation tabs in NetSuite for display on your website or intranet site. Presentation tabs are pages on your website. If you use the Advanced Site Customization feature, you can select a custom template for displaying content on your site. For more information, see Item and Category Templates.

After you create presentation tabs for your website, use the Setup Web Site page to change the order in which they display. For more information, see Organizing Presentation Tabs.

The following steps only describe how to enter data in the required fields to display a presentation tab on your website. To learn more about the different ways in which you can customize presentation tabs, and apply search engine optimization (SEO) tools, read Customizing Presentation Tabs.

To create a presentation tab for display on your website:

1. Go to Web Site > Publishing > Tabs > NewLists > Site Builder > Tabs > New.
2. Click **New Presentation Tab**.

   You can also create a tab while using the Web Site Content Manager at Lists > Web Site > Content ManagerLists > Site Builder > Content Manager. For more information about the Content Manager, see Using the Site Builder Web Site Content Manager.
3. In the **Label** field, enter a name for this tab. Your customers click what you enter here to view the items on that tab.

   You can enter up to 30 characters of letters and numbers. You cannot enter HTML in this field.
4. If you use the Multiple Web Sites feature, choose the website where you would like the tab to display in the **Site** field.
5. Check the **Display in Web Site** box.
6. Click **Save**. Your tab now automatically appears in your website.

You can add information using the subtabs on the presentation tab record.

- The **Audience** subtab lets you publish the tab to everyone that visits your web store, or to a select group of customers.

  For information about publishing a presentation tab in your NetSuite account, and not in your web store, see Publishing Information to an Internal Site.
- If you use Advanced Site Customization, the **Tag Substitution** subtab will appear after you save a new tab. See Defining Custom Web Site Tags for information on using custom tags to substitute values on a presentation tab.
- After saving your new tab, the **Content** subtab appears. Here you can add items for display on the tab, or see the categories attached to the tab. For more information about categories, see Creating Site Categories.
- If you use the Multi-Language feature, the **Translation** subtab will appear after saving your new tab. Here, you can enter translated text for specific fields on your tab. For more information see, Setting Up a Site for Multiple Languages.

Customizing Presentation Tabs

You can use the fields listed below on the tab record to customize the look and feel of the pages on your website. You are not required to fill in these fields when you first create a presentation tab record.

If you use the Advanced Site customization feature, you can create a custom HTML template and then select that template in any of the List Layout fields on the tab record. For more information, see Item and Category Templates.

- **Category List Layout** – Select a layout for the list of categories displayed on this tab. For more information, see Creating and Editing Website Layouts.
- **Item List Layout** – Select a layout for the item lists you place on this tab.
- **Related Items List Layout** – Select a layout for your related items list. Use related items to cross-sell items that complement each other. For more information, see Related Items.
- **Welcome Page Portlet Alignment** – Choose where the link to this tab will appear on the Home tab of your web store. You can set the alignment to the left column, the right column, or choose not to display a link to this tab on the Home tab.
- **Greeting** – Enter a greeting for this tab. This greeting appears above your tab message. You can enter up to 4,000 characters of letters, numbers, and HTML.
- **Message** – Enter a message for this tab. This message appears below the greeting on your tab. You can enter up to 4,000 characters of letters, numbers, and HTML. On your Home tab, the message appears below content in the Flash® or image field.
- **Page Title** – Enter a page title for this tab which is added to the HEAD element of the HTML source code for this page. For more information, see Adding Page Titles in Site Builder.
- **URL Component** – This field is displayed only after you turn on the Descriptive URLs feature. Enter a name which will appear in the URL for this page. If you do not enter a URL component, the text in the Label field is used in the URL.For more information see Descriptive URLs in Site Builder.

  > **Note:** The name you use as a URL component cannot be a reserved character string in the NetSuite application. If you enter a reserved character string, then you will be notified with a popup alert message. You can enter a different URL component to continue.

- **Meta Tag HTML** – Enter a META tag which is added to the HEAD element of the HTML source code for this page. For more information, see Adding META Tags in Site Builder.

Organizing Presentation Tabs

After you create presentation tabs for your web store, you can set the order in which they display on your website.

To organize presentation tabs:

1. Go to Setup > Web Site > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to the site you want to organize.
3. Click the **Appearance** subtab.
4. On the **Tabs** subtab, select a row, and drag it to the position where you want it to appear.

When shoppers view your website, the tabs appear in the order you set here.

Hosted Tabs

Hosted tabs are useful when you want to display an HTML page along with the presentation tabs on your website, or when you want to link to a page on a different website.

Note that to store HTML files for display on your website, you must turn on the Hosting HTML Files feature at Setup > Company > Enable Features > Web Presence.

To create a hosted tab:

1. Go to Web Site > Publishing > Tabs > NewLists > Site Builder > Tabs > New.
2. Click **New Hosted Tab**.

   You can also create a hosted tab using the Web Site Content Manager at Lists > Web Site > Content ManagerLists > Site Builder > Content Manager.

   For more information, see Using the Site Builder Web Site Content Manager.
3. In the **Label** field, enter a name for this tab. You can enter up to 30 characters of letters and numbers.
4. If you use the Multiple Web Sites feature, select the site where you want the hosted tab to appear.
5. In the **Link URL** field, enter the web address of the site you want to link to.

   Use this format: **www.anothersite.com**

   When customers click the tab label, they are redirected to the URL you entered.

   > **Note:** If you are linking to a hosted page from this tab, skip this step. The URL automatically populates this field when you select your HTML file.
6. In the **Web Site Page** field, select an HTML file from the Web Site Hosting Files folder in the file cabinet.
7. Check the **Display in Web Site** box to make this tab available to all visitors on your site.
8. Click **Save**.

Now, the hosted tab automatically appears in your website. To preview your site, go to Setup > Web Site > Preview Web Site.

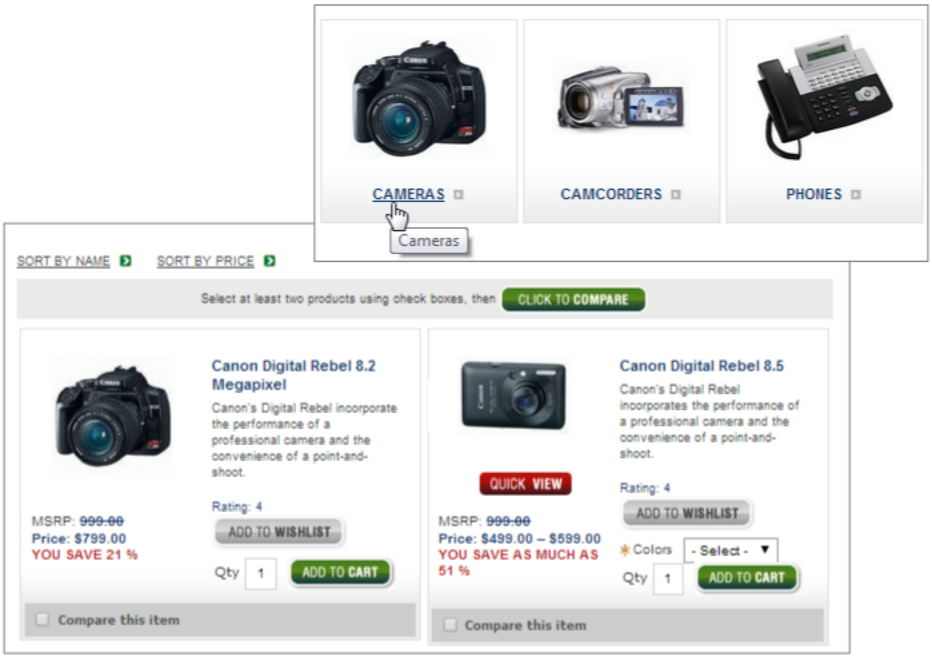
You can also use a hosted tab to display a website made of HTML files that you host in Netsuite. For more information, see Displaying an HTML Site in a NetSuite Tab.

If you use the Multiple Web Sites, and the Intranet features, and you want to make a hosted tab only available in your NetSuite account, clear the Display in Web Site box and make a selection on the Audience subtab. For more information, see Creating an HTML Intranet Site.

Creating Site Categories

To organize information and items for sale on your website, put them in categories. Categories must be associated with presentation tabs for them to display on your website.

For example, a buyer can click on the **Cameras** category to see a list of products available.



Use the presentation tab record to organize which categories display on a tab and in which order. For more information, see Arranging Web Store Categories.

If your NetSuite account was created prior to 2007, you can use the Specials category to display certain items on your website. For more information, see Using the Specials Category.

Adding Items to Site Categories

Use the Basic subtab on the category record in NetSuite to choose items and subcategories for display in a certain category.

To make sure your web store pages load as quickly as possible, do not put more than 50 items in each category. Set up enough categories and subcategories to make browsing easy for your customers. The Web store displays up to 1,000 items per category. You are permitted to add more items to a single category, but any items over the 1,000 item limit only display in search results.

Note that when editing and saving a category with more than 10,000 items, any changes you make to the sublist are not processed or saved. Editing tasks include: adding new items, deleting old ones, and reorganizing items in the category. This is done to reduce the potential for slow Web site performance.

To create a category:

1. Go to Lists > Web Site > CategoriesLists > Site Builder > Categories.
2. You can also create new categories using the Web Site Content Manager at Lists > Web Site > Content ManagerLists > Site Builder > Content Manager. In the New header, click Category.

   For more information about the Content Manager, see Using the Site Builder Web Site Content Manager.

   Or, you can use the Import Assistant to import site category data into NetSuite from CSV file contents. See the help topic Site Category Import.
3. On the Site Category page, enter a name in the **Category** field.
4. If you use the Multiple Sites feature, select the site where you want the category to display.

5. In the **Subcategory of** field, choose a tab or parent category from the list.

   For example, if this is a category you want to appear on your Catalog tab, select Catalog.
6. In the **Category List Layout** field, select a layout for the list of subcategories you place in this category.

   Category layouts allow you to customize your site by presenting your categories and category lists in the design of your choice. For more information on layouts, see Creating and Editing Website Layouts.
7. In the **Item List Layout** field, select a layout for the list of items you place in this category.
8. In the **Related Items List Layout** field, select a layout for your related items list. Use related items to cross-sell items that complement each other. For more information, see Related Items.
9. Check the **Display in Web Site** box to display this category to everyone who visits your site.
10. Click **Save** to make the category available on your website.

> **Note:** For the fields listed under the Audience subtab, if you enable the Select All option for a field that does not have any value listed under it, the items in this category or sub category will not be displayed on your website.

To remove this category from your site, check the Inactive box on the category record or click the Delete button. To display the category in an intranet site in your NetSuite account, make a selection on the Audience subtab. For more information, see Publishing Categories Internally.

Use the subtabs on the category record to add content.

Basic Subtab

At the bottom of this subtab, add the items you want to appear in this category.

1. On the **Basic** subtab, write brief and detailed descriptions in the appropriate fields.

   Brief descriptions display on your website directly below the category name and can have 999 characters. Detailed descriptions can have 4,000 characters. The detailed description displays on the item list page where customers add items to the shopping cart.

   Description fields can have letters, numbers, punctuation, and HTML. For more information, see Using HTML in Description Fields.
2. In the **Page Title** field, enter a name for your website page. This will appear in the HEAD element of the HTML source code for the website page. For more information, see Adding Page Titles in Site Builder.
3. In the **Meta Tag HTML** field, enter a META tag for the category which is added to the HEAD element of the HTML source code for the page. For more information, see Adding META Tags in Site Builder .
4. If you use the Descriptive URL feature, the **URL Component** field displays. Enter a name for this category that you want to show in the URL that points to the page. If you leave this field blank, the category name is used.

   > **Note:** The name you use as a URL component cannot be a reserved character string in the NetSuite application. If you enter a reserved character string, then you will be notified with a popup alert message. You can enter a different URL component to continue.

   For more information see Descriptive URLs in Site Builder.
5. In the **Search Keywords** field, enter alternate names for this category that customers can use in the Search field on your web store to find this category. For more information, see Setting Up Alternate Search Keywords.

Media Subtab

1. Select a thumbnail image for your category in the **Thumbnail** field. This thumbnail appears with your category in your website.
2. Select an image for your category in the Image field. This image only appears in your website with a layout that uses full-size images. If you select an image and do not select one of the Basic layout templates, or a custom layout template that you create, only the thumbnail image appears.

   For more information about layout templates, see Item and Category Templates.

   You can set default sizes for images. For more information on setting default sizes for images, see Resizing Images.

Audience Subtab

In the Audience subtab, select individual names or group names to give them access to this Category. If you select a group, employee, and a partner, the user must be a member of the group or be the employee selected or be the partner selected to access this Category.

You should not enable the Select All option for the fields that do not have any values listed under them. If you enable the Select All option for such fields, the items in this category or sub category will not be displayed on your website.

If you wish to publish this category to an intranet, see Publishing Categories Internally.

Translation Subtab

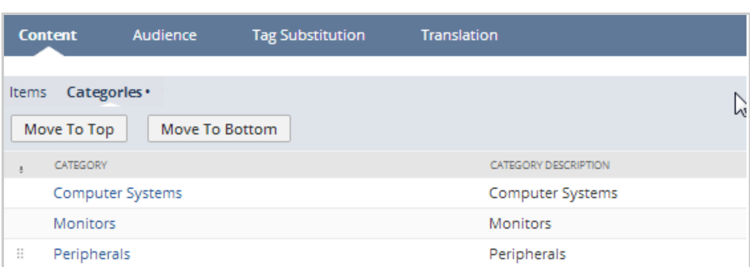
If you use the Multi-Language feature, the **Translation** subtab will appear after saving a new category record. You can enter translated text for specific fields. For more information, see Setting Up a Site for Multiple Languages.

Tag Substitution Subtab

If you use Advanced Site Customization, the **Tag Substitution** subtab will appear after saving a new category. See Defining Custom Web Site Tags for information on substituting custom tags.

Arranging Web Store Categories

You can arrange Web store categories to display in the order of your choice on the presentation tab. Use the Content subtab on the tab record to do this.



To arrange the display of categories on a tab:

1. Go to Web Site > Publishing > TabsLists > Site Builder > Tabs.
2. Click **Edit** next to the name of the tab that contains the categories you want to organize.

3. On the **Content** subtab, click the **Categories** subtab.
4. Drag and drop the categories to set the order in which they should appear on the tab.
5. Click **Save**.

When shoppers view this tab, your categories appear in the order you set here.

Using the Specials Category

The Specials category is automatically generated by NetSuite in accounts provisioned prior to 2007.

You can use the Specials category to display items you may want to sell at a special price for a limited time. When customers visit your site, they see a link to the Specials category on the Home and Catalog tabs.

Adding an Item to the Specials Category

You can add an item to the Specials category by checking a box on the item record, or by selecting an item on the Basic subtab of the Specials category record.

> **Note:** The On Special option is displayed on the item record only if you have enabled the Specials feature.

To put an item in the Specials category:

1. Go to Web Site > Publishing > ItemsLists > Site Builder > Items.
2. Click **Edit** next to the item you want to put on special.
3. Click the **Specials** subtab.
4. Check the **On Special** box.

   > **Note:** The description displayed in the web store comes from the description fields on the Store subtab.

5. Click **Save**.

The item automatically appears in the Specials category of your site.

Alternatively, you can select items on the Specials Category record. Go to Lists > Web Site > Categories.Lists > Site Builder > Categories.. Click Edit next to the Specials category, and then make your selection on the Items sublist on the Basic subtab.

Using the Specials Category with Multiple Websites

If you use the Multiple Web Sites feature, you can only display the Specials category on one site at a time. Select the site where you want the Specials category to display in the Site field on the Specials category record.

To select a website for the Specials category:

1. Go to Lists > Web Site > CategoriesLists > Site Builder > Categories.
2. Click **Edit** next to the **Specials** category.
3. In the **Site** field, select the website where you want to display the Specials category.
4. In the **Subcategory of** field, select the tab where the Specials category should display.

Removing the Specials Category from your Website

If you do not want to use the Specials category, go to Lists > Web Site > CategoriesLists > Site Builder > Categories. Click Edit next to the Specials category, clear the Display in Web Site box, and then click Save.

Publishing an Employee Directory

Use NetSuite to create an employee directory that includes the name, phone number, and email address for each employee in your organization. You can publish an employee directory on your website, or make it available to a specific audience.

To create an employee directory:

1. Go to Lists > Web Site > Employee DirectoryLists > Site Builder > Employee Directory. Click New.
2. In the **Category** field, enter a name for the employee directory. The name you enter here becomes the link for the employee directory in your intranet site or Web site.
3. If you use the Multiple Web Sites feature, choose the site where you want to display the employee list.
4. In the **Subcategory of** field, select the tab where you want to display the employee list.
5. In the **Organized By** field, select the criteria by which you want to sort the employee list.
6. If you want to display the employee list in your website, check the **Display in Web Site** box.
7. If you do not want to display the employee list in your website, use the **Audience** subtab to select the people in your organization who can view the employee directory.
8. Click **Save**.

You can enter optional information on the following subtabs:

- **Basic** – Add descriptions to display on the employee directory.
- **Media** – Add a thumbnail image to display with the link to the employee directory.
- **Translation** – If you use the Multi-Language feature, enter foreign language translations here.
- **Tag Substitution** – If you use Advanced Site Customization, you can enter custom website tags.

Publishing Information to an Internal Site

If you use the Intranet feature, you can publish tabs and categories internally to specific roles, groups or individuals that have access to your NetSuite account.

For example, you can publish a tab internally to everyone with access to your account. Then, you can publish various categories, each with their own audience. Some employees, such as accountants, may have access to a category with information or announcements on payroll. Others, like support reps, have access to a category with information on cases or support policies.

Publishing Tabs Internally

Intranet tabs are different from center tabs. Intranet tabs are created primarily for publishing information to an internal audience. Center tabs are created primarily to organize and give access to a set of page links and portlets in your NetSuite account.

For more information on center tabs, see the help topic Creating Center Tabs.

To publish tabs internally, an administrator must enable the Intranet feature at Setup > Company > Enable Features > Web Presence. Check the box next to Intranet, and click Save.

To create an intranet tab:

1. Go to Lists > Web Site > Tabs > New.
2. Click **New Presentation** Tab.
3. In the **Label** field, enter a name for the tab.
4. Enter a **Greeting** and **Message** to show at the top of your site.

   The Greeting appears in bold text, and the Message shows under the greeting.
5. Clear the **Display in Web Site** box to make sure this tab only shows in your NetSuite account.
6. On the **Audience** subtab, select an audience for your intranet site:
   - Check the **All** box to select all of a group, such as all customers, all vendors or all employees.
   - If you check the **All Employees** box or select a name in the **Employees** field, an employee must have access to the Employee Center in order to view the tab.
   - If you check **All Roles**, the tab is displayed for all roles, including customer, vendor and partner.

   > **Note:** Press CTRL while selecting individual names or roles to highlight more than one.
7. After you have selected everyone you want to see this tab, click **Save**.

Your new intranet tab appears in your account. To add information to your new tab, you must create categories and assign them to this tab.

You can also create a hosted tab for your intranet site by clearing the Display in Web Site box on the hosted tab record. For more information about audience permissions on hosted files, see Audience Permissions for Hosted Sites. To learn how to create an intranet site when you use the Multiple Web Sites feature, see Creating an HTML Intranet Site.

Publishing Categories Internally

You can now create categories to publish information on your intranet page. Those you grant access to on the Audience subtab can see the categories published to the intranet tab when they log in.

To create a category for an intranet tab:

1. Go to Lists > Web Site > Categories.
2. On the Site Category page, enter a name in the **Category** field.
3. In the **Subcategory of** field, choose your intranet tab from the list.
4. Clear the **Display in Web Site** box, and select the people who should be allowed to see the category on the Audience subtab. Each category can have its own audience so that each person will see information pertaining only to them.

   On the Audience subtab, you can give access to both static groups you manually create and dynamic groups that automatically update every 24 hours based on search criteria. Both types of groups appear in the **Groups** list.
5. Click Save.

For more information about categories see, Creating Site Categories.

Website Hosting with Site Builder

Applies to: Site Builder

Hosting HTML Websites with NetSuite Site Builder

With the Host HTML Files feature, you can host a custom HTML website in the NetSuite file cabinet. Use the Advanced Web Reports feature to track site visitors and determine the most popular pages on your website. For more information, see Hosted Page Hits by Customer Report.

To turn on the Host HTML Files and the Advanced Web Reports features, go to Setup > Company > Enable Features. Click the Web Presence subtab, and then check the boxes next to the features you want to use.

If you want to run your site as a web store, you can use NetSuite website tags to integrate your site with NetSuite web store checkout by adding links to the shopping cart and registration pages in your custom HTML. For more information, see Tags for Use in HTML Pages and Site Templates.

You can also use tags to display items from your NetSuite account in your hosted HTML website. Note, however, that tags are not substituted in hosted files greater than 2 MB in size. For more information, see Using Web Site Tags in Hosted Files.

> **Note:** NetSuite supports the use of client-side JavaScript in hosted pages; however, server-side scripts are not currently supported.

NetSuite also supports audience permissions on hosted sites. This lets you restrict intranet sites and hosted tabs on your website for specific users, roles, or groups. For more information, see Audience Permissions for Hosted Sites.

> **Note:** CDN services are not supported for Site Builder websites.

To host your custom HTML site with NetSuite:

1. Go to Setup > Site Builder > Web Site Hosting Files Setup > Site Builder > Web Site Hosting Files.
2. Select the folder where you want to upload your site files.
   - To publish your site on the web, use the **Live Hosting Files** folder.
   - For more information about staging your hosted site before publishing it to your online customers, see Website Staging Environment.

- To move an existing HTML site to NetSuite, see Moving an HTML Website to NetSuite.

> **Note:** If you name a hosting folder or file the same name as a default NetSuite folder or file, you may lose images or HTML from NetSuite basic site themes.

3. Select the folder where you want to store your site, and then click **New Folder** to create subfolders. For example, you may want to create a subfolder for images.
4. Upload files from your computer to you new folder.
   - Click **Add File** to add individual files.
   - Click **Advanced Add** to add multiple files in a .zip file. Check the Unzip files box to automatically unzip files when they are uploaded to the file cabinet.
5. When you have added all of your site files and folders, go to Setup > Site Builder > Set Up Web Site.
6. On the **Setup** subtab, in the **Default Hosting Root** field, select the top level folder in the file cabinet where your site is stored.
7. In the **Web Site Home Page Type** field, select **Hosted Web Page**.
8. In the **Web Site Home Page** field, select the file name of your home page.
9. Click **Save**.

Now, when customers visit your NetSuite website, they see only your custom HTML website. If you need to edit an HTML file, make changes to the file on your computer, and then upload the modified file to the file cabinet. To preserve links and references to the file, do not change the file name.

For more information about setting up a domain name for your website, see the help topic Domain Names.

For more information about optimizing your site for search engines, see Site Builder Search Engine Optimization (SEO).

Moving an HTML Website to NetSuite

If you are moving an existing HTML site to NetSuite, you may want to create a new hosting folder in the Web Site Hosting Files folder to keep your site structure and links intact.

For general information about hosting your HTML site with NetSuite, see .

To recreate the structure of an existing HTML website in NetSuite:

1. Go to Setup > Site Builder > Web Site Hosting Files Setup > Site Builder > Web Site Hosting Files.
2. Click **New Folder** to create a new hosting folder based on the structure of your existing HTML website.

   You can create a new folder on the same level as the Live Hosting Files folder or create a subfolder in the Live Hosting Files folder. Your approach depends on how you want to structure your website. Later, you will select the folder you create as the Default Hosting Root for your website.
3. Create subfolders as needed and add files. For more information about uploading files, see the help topic Uploading Files to the File Cabinet.
4. Go to Setup > Site Builder > Set Up Web Site.

   If you use multiple websites, click **Edit** next to the site you want to modify, or click **New** to create a new website.

5. On the **Setup** subtab, in the **Web Site Home Page Type** field, select **Hosted Web Page**.
6. In the **Web Site Home Page** field, select the file name of your home page.
7. In the **Default Hosting Root** field, select the top-level folder in the file cabinet where your site is stored. This is the folder you created in Step 2.
8. Click **Save**.

To preview your site, go to Setup > Site Builder > Preview Web Site. Click Preview Site.

Audience Permissions for Hosted Sites

You can limit access to hosted sites for internal use, by granting access to specific users, roles, or groups.

NetSuite supports audience permissions on hosted sites via an Audience subtab on the root hosting folders in the Web Site Hosting Files folder.

When you select an audience for a website, all pages, associated tabs, images, and other files for that website can only be accessed by members of the audience that you select. These pages are protected from unauthorized access. Any user not included in the audience receives a “Page Not Found” error message when trying to access the website URL.

This feature is typically used to limit access to an internal site, such as a sales or a professional services portal, on a NetSuite website tab.

To set up an internal hosted site for a select audience:

1. Go to Setup > Site Builder > Web Site Management > Web Site Hosting Files.
2. Click **New Folder** to create a new folder in the Web Site Hosting Files folder.

   For more information, see the help topic Creating File Cabinet Folders.
3. On the **Audience** subtab, clear the **Display in Web Site** box.

   When this box is cleared, files in the folder are no longer displayed to visitors on the website. Files will only display to members of the audience you select.
4. Select the audience that is allowed to visit this site.

   You can base your audience on the following criteria. To view this site, a user must meet only one of the criteria you set in each category.

   - Roles
   - Departments
   - Subsidiaries
   - Groups
   - Employees
   - Customers
   - Vendors
   - Partners

   To select more than one item in each of these fields, press and hold CTRL.
5. Click **Save**.

Now, you can upload the HTML files for your hosted site into the folder you created above, for more information on setting up a hosted site, see Hosting HTML Websites with NetSuite Site Builder.

Creating an HTML Intranet Site

If you use the Multiple Web Sites feature, you must create a website, and then designate that site as the intranet site in your NetSuite account.

To create an intranet site using the Multiple Web Sites feature:

1. Go to Setup > Site Builder > Set Up Web Site > New.
2. Create a new site. You might name this site **Internal**, for example.
3. Create a new folder in the Web Site Hosting Files folder.
4. Upload the desired HTML files for the site.
5. Go to Setup > Site Builder > Set Up Web Site, and click Edit next to the site you created in Step 2.
6. In the **Default Hosting Root** field, select the name of the folder that holds the HTML files for that site.
7. Click **Save**.
8. Go to Setup > Company > General Preferences.
9. In the **Internal Web Site** field, select the site you created in Step 2.
10. Click **Save**.

Now, you can update the files in the Web Site Hosting folder selected as the Default Hosting Root for the intranet site.

Note that unless you set audience permissions for the Web Site Hosting folder that holds the files published on the intranet site, then anyone with permission to that folder will have access to the files. For more information about restricting access to Web Site Hosting folders, see Audience Permissions for Hosted Sites.

Displaying an HTML Site in a NetSuite Tab

You can display a custom HTML website as a tab in your NetSuite website. For more information on uploading a custom website, see Hosting HTML Websites with NetSuite Site Builder.

When you create a tab for your custom HTML website, you can use the custom site in conjunction with NetSuite's shopping cart and checkout. This lets you take orders in NetSuite through your own site.

The Web Site Hosting feature must be enabled in your account to make your HTML site a custom tab. An Administrator can enable this feature at Setup > Company > Enables Features > Web Presence.

To display an HTML site as a tab:

1. Go to Lists > Web Site > Tabs > NewLists > Site Builder > Tabs > New.
2. Click **New Hosted Tab**.
3. In the **Label** field, enter a name for your custom tab.

   This name shows on the tab in the website.
4. In the **Web Site Page** field, select the file name of your HTML website.

   The URL for your page from the file cabinet record fills in the URL field above.

> **Note:** Your HTML file should use either the <NLPAGETABS> or <NLPAGETOP> tags to integrate with the other tabs of your site.

5. Check the **Display in Web Site** box to make this tab available to anyone who visits your site.

   If you have the Intranet feature enabled, you can clear this check box and select individuals or groups below that you want to view the tab after they log in or register.
6. Click **Save**.

Now, when a customer clicks this tab, they are taken to your custom website.

Website Staging Environment

You can test and prepare changes to your hosted website using NetSuite's staging environment.

In your Web Site Hosting Files folder, there are two folders—Live and Staging. Files in the Live folder compose your website and appear to customers. When you need to make and test changes to your site, you can upload your new site to the Staging folder.

You can set the audience on your Staging folder so that only employees or partners can view the website while it is under test. When you set an audience for your staging folder, employees and partners must log into NetSuite, and use the URL for the site home page to view the site. For more information, see Audience Permissions for Hosted Sites.

When the audience for the staging folder is not set, you must create a domain where you can stage your website.

To set up your website staging environment:

1. Register your staging domain and point the domain at NetSuite. For more information, see the help topic Point Domain Names at NetSuite.
2. Go to Setup > Setup Web Site > Domains. Add the domain for use on your staging environment.
3. In the **HTML Hosting Root** column, select **Staging**.
4. Click **Add**.

When you are confident with your new site, move your files from the Staging folder to the Live folder.

Example for Building a Combination Site

This section offers sample HTML and GIF files for a site that mixes a hosted home page with Netsuite tabs, shopping cart and checkout. You can experiment with this example to best serve your needs.

Click here to download a ZIP file that includes the sample home page and images. When the dialog opens, choose Save, and then save the media file as **NetSuite_examples.zip** in a location where you can find it again.

Follow the steps below to start using the sample files:

1. Add the Sample Files to the File Cabinet
2. Set Preferences for the Sample Web Store
3. Create a Tab for Your Website

4. Create a Category for Your Website
5. Create an Item Record to Publish on Your Website
6. Preview Your Website

Add the Sample Files to the File Cabinet

Because you will display these files in your web store, you must upload them in the Web Site Hosting Files folder in the NetSuite file cabinet.

To upload website files in the file cabinet:

1. Go to Setup > Site Builder > Web Site Management > Web Site Hosting Files.
2. Click the **Live Hosting Files** folder.
3. Click the **Site** folder.
4. At the bottom of the page, click **Advanced Add**.
5. In the **Zip Archive to Add** field, click **Browse**.
6. Select the **NetSuite_examples.zip** file from your hard drive, and click **Open**.
7. Check the **Make All Files Available Without Login** box.
8. Click **Add**. All files are automatically unzipped in the site folder.
9. Click **Edit** next to **logo_wolfe_electronics.gif**.
10. In the **Folder** field, select **Images**.
11. Click **Save**.

Next, set preferences for your site including the hosted home page.

Set Preferences for the Sample Web Store

Set preferences to determine how your site appears and interacts with your NetSuite account. In the steps below, you will set the look and feel of your site by choosing a color theme, logo, and site theme.

To set web store preferences:

1. Go to Setup > Site Builder > Set Up Web Site.
2. On the **Setup** subtab, in the **Web Site Home Page Type** field, choose **Hosted Web Page**.
3. In the **Web Site Home Page** field, choose **Live Hosting Files : /site/index.html**.
4. Click the **Appearance** subtab.
5. In the **Web Site Color Theme** field, you can choose your own company colors or choose **-From Theme-** to use the color theme provided with the site theme.
6. In the **Web Site Logo** field, choose **logo_wolfe_electronics**.
7. In the **Web Site Logo Alignment** field, choose **Left**.
8. In the **Web Site Theme** field, select one of the Basic site themes.

   If you use the Advanced Site Customization feature, you can customize the templates for these themes or use them as guides to make your own at Setup > Site Builder > Themes. For more information, see Customizing Site Themes.

9. In each of the **Drilldown Template** and the **Layout** fields, choose **-From Theme-** to use the templates associated with the site theme you selected in Step 8. You can mix and match site templates by selecting different templates for Drilldown and Layout.

   The Advanced Site Customization feature is required to customize the basic item/category templates or to create your own. For more information on creating item/category templates, see Web Site > Appearance > Item/Category TemplatesLists > Site Builder > Item/Category Templates.

10. Click **Save**.

For more information on the other optional settings on the Site Builder Web Site Setup page, see Web Site Preferences.

Next, create a website tab and a category for your site.

Create a Tab for Your Website

To create a Web site Tab, go to Lists > Web Site > Tabs > NewLists > Site Builder > Tabs > New.

You will use tabs as the pages of your web store, to organize and display categories of similar items and information. You can also use a hosted tab to display an HTML page or link to a different website. For more information, see Creating Website Tabs.

After creating a tab for your website, you can create a category and display it on a tab.

Create a Category for Your Website

To create categories for your site, go to Lists > Web Site > Categories > NewLists > Site Builder > Categories > New.

Categories organize the items you sell in your web store. On the Web Site subtab of item records, you select the category where you want to display the item. To learn more about setting up categories, see Creating Site Categories.

After you have created a category, and assigned it to the tab you created, next create an item record.

Create an Item Record to Publish on Your Website

You can create item records of virtually any type for display on your website. Note that to display an item in your web store, it must have a value for price, it must be assigned to a category, and the Display in Web Site box must be checked. For more information, see Setting Up Items for the Web Site.

Your web store is now ready to preview.

Preview Your Website

To preview your website, go to Setup > Site Builder > Preview Web Site. Click Preview Site. Your site opens in a new window.

The website home page displays the sample hosted HTML page you uploaded in the file cabinet. The other tabs display categories and items you have set up in your account. The Shopping Cart, Checkout and My Account tabs display by default in all NetSuite websites. You can choose not to display any tab in your website by clearing the Display in Web Site box.

> **Note:** If you choose to build your website with HTML pages, you can use Attribute tags in the HTML to display items and categories. For more information, see Tags for Use in HTML Pages and Site Templates. You can also use attribute tags to display information from category and item records in site templates. For more information, see Creating Attribute Tags for Standard Records.

External Catalog Site (WSDK) Overview

An External Catalog Site gives you the flexibility to use your own website, while taking advantage of NetSuite shopping cart and checkout capabilities.

When you use an External Catalog Site, your website is hosted by a third party, but the shopping cart, customer login, registration, and checkout pages are hosted by NetSuite. To enable the customer to navigate back and forth, you must copy and paste links from NetSuite into your website HTML, and you must provide NetSuite with links back to your site. Your customers can navigate your website, view items on your site, add items to the shopping cart, change item quantities, and submit orders.

If you want NetSuite to host all the pages of your web store or site, then you should not use the External Catalog Site feature. To learn more about different options read the following:

- Hosting HTML Websites with NetSuite Site Builder
- SuiteCommerce Advanced

Benefits of Using an External Catalog Site

An External Catalog Site integrates your website with information stored in NetSuite, as well as ecommerce capabilities. Your site performs real-time queries of your inventory using scripts provided by NetSuite that you incorporate into your website HTML. You can choose to display the following product information along with an add to card button for each item:

- Names
- Descriptions
- Prices
- Stock status
- Weight
- Images

To get started implementing your external catalog site, read the following topics:

- Enabling the External Catalog Site Feature
- Setting Up an External Catalog Site
- Best Practice for Creating an External Catalog Site (WSDK)

Enabling the External Catalog Site Feature

Before you can integrate your website with NetSuite, an Administrator must enable this feature in NetSuite.

To turn on the External Catalog Site feature:

1. Go to Setup > Company > Enable Features.
2. On the Enable Features page, click the **Web Presence** subtab.
3. On the **Web Presence** subtab, check the boxes next to **Web Site**, **Web Store**, **External Catalog Site (WSDK)**, and **Online Ordering**.
4. Click **Save**.

After you enable the feature, the tools needed to integrate your External Catalog Site with NetSuite are immediately available. Next, ensure that you have created item records in NetSuite for all the products you want to sell online. For more information, read Setting Up Items for the Web Site.

You must also ensure that the items you want to display in your External Catalog Site are available online. The **Display in Web Site** box must be checked on each item record. After you have marked each item to be available online, scripts that you copy and paste into your website become available for each item you want to display on your site.

> **Note:** If your items are not available online, then these items cannot be integrated with your website.

Setting Up an External Catalog Site

To set up an External Catalog Site, you must modify your website HTML and define settings in NetSuite. In NetSuite you define how your customers navigate between your website, the shopping cart, registration, and checkout.

To enter the URLs that take customers from NetSuite back to your site:

1. Go to Setup > Site Builder > Set Up Web Site. If you use multiple websites, click **Edit** next to the site you want to modify.
2. On the **Setup** subtab, check the **WSDK** box.
3. Click the **External** subtab.
4. Enter the appropriate URLs for each field. Use this format for URLs: **http://www.mywebstore.com/catalogpage1.html**

5. When you have finished, click **Submit**.

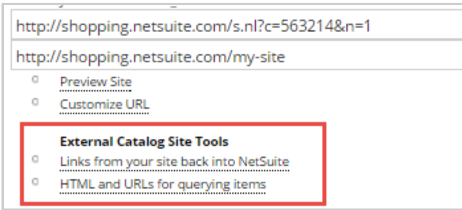
Integrating your WSDK HTML

To integrate the product information that exists in NetSuite with your website, you must copy and paste the links, URLs, and scripts provided by NetSuite into your website HTML. The links provided by NetSuite will take customers from your site to the shopping cart, customer registration page, and checkout. HTML and URLs for querying items enable you to display the products you want to sell on your site. The HTML and URLs provided to you are dynamically generated by NetSuite based on information entered in your account.

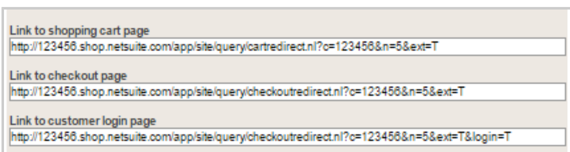
To access your External Catalog Site scripts:

1. Go to Setup > Site Builder > Preview Web Site.
2. Under the **External Catalog Site Tools** heading, click **Links from your site back into NetSuite**.

   The page that is displayed shows links and scripts you must use to integrate your site with the NetSuite shopping cart, checkout, and the customer login and registration system.

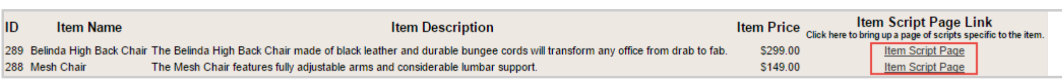
   

3. Paste the links into your website HTML to take your shoppers from your website to the shopping cart, checkout page, customer login pages, as well as the registration page for new customers. You can also copy and paste scripts that recognize and welcome the customers browsing your store. By default, these scripts display the number of items your customers have in their shopping carts and the current subtotal of items in your customers' shopping carts.

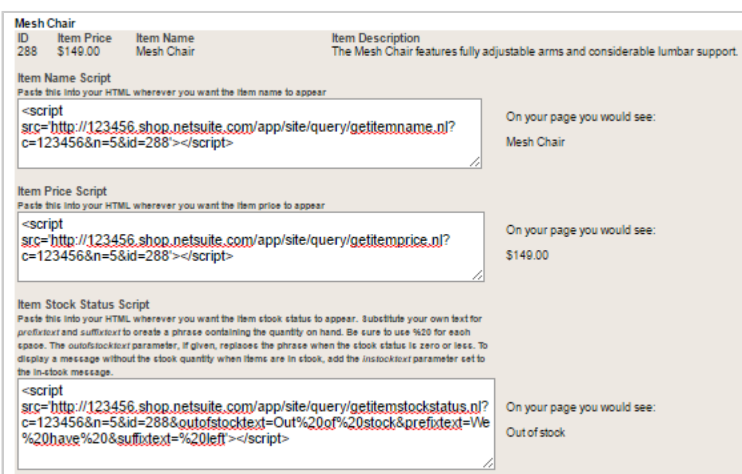
4. Go back to the **Preview Web Site** page. Click **HTML and URLs for querying items**.

   The page that is displayed shows the list of items you made available online.

ID	Item Name	Item Description	Item Price	Item Script Page Link Click here to bring up a page of scripts specific to the item.
289	Belinda High Back Chair	The Belinda High Back Chair made of black leather and durable bungee cords will transform any office from drab to fab.	$299.00	Item Script Page
288	Mesh Chair	The Mesh Chair features fully adjustable arms and considerable lumbar support.	$149.00	Item Script Page

5. Click **Item Script Page** next to each item you want to display on your site. A page appears with the appropriate scripts for the item.

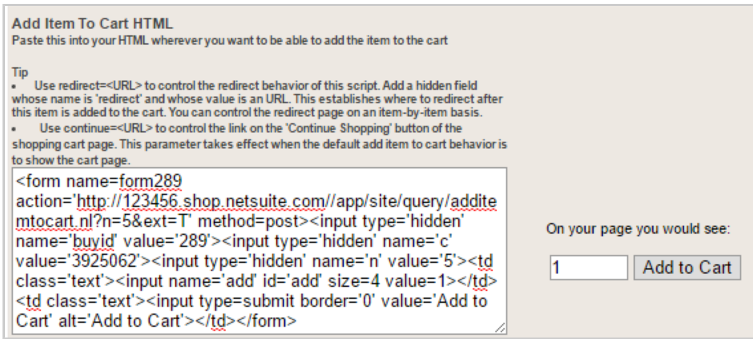
   

6. Paste the scripts into your website HTML. You can display the add to cart button and other information for each item. You are not required to add every script on this page to your website

HTML. Choose which scripts you want to use. Because you created item records in the system, and you are tracking inventory in NetSuite, inventory status information is up-to-date.

> **Note:** You have the option to use your primary custom domain in WSDK links and scripts. You can replace the default domain displayed on the page with your primary site domain. Use the domain found at Setup > Set Up Web Site, on the **Domains** subtab, marked as the **Primary Web Site URL**.

7. (Optional) You can modify the **Add Item To Cart HTML** to set the page where online shoppers are directed when they choose to continue shopping. Follow the instructions on the page.



For more information, read URL Parameters for Adding Items to the Cart.

After you finish pasting URLs and scripts into your website HTML, your External Catalog Site is ready for customers.

Best Practice for Creating an External Catalog Site (WSDK)

This section contains best practice recommendations for creating an External Catalog Site.

- You have the option to use your primary website domain in WSDK links and scripts. You can replace the default domain displayed on the page with your primary website domain. Use the domain found at Setup > Set Up Web Site, on the **Domains** subtab, marked as the **Primary Web Site URL**.

- **Be consistent with the domain you use in the WSDK links and scripts**. For example, do not add items to the cart using the website primary domain, and then get the count of items in the cart using the default domain displayed on the Item Script page.
- If you change the domain you use in links and scripts, then use a file editor to search and replace all occurrences of the domain in all of your website files. If there are inconsistencies, shoppers may not be able to add items to the cart and checkout successfully.
- For more information, read Setting Up an External Catalog Site.

Previewing your Site Builder Site on NetSuite Sandbox

To preview your Site Builder web site, you must first edit the hosts file on your computer to point your custom domain at the IP address associated with the CNAME assigned to your web site on Sandbox. Then you can navigate to the web site using your custom domain in a web browser.

> **Note:** When you modify the hosts file on your computer, the domain is only valid on your computer. Anyone else who wants to view the site must modify the hosts file on their own computer to map the IP to the domain you set up.

> **Important:** For deploying and viewing SuiteCommerce Advanced sites on NetSuite Sandbox, see the help topic Deploy to a NetSuite Sandbox.

Editing the Hosts File

The hosts file, included with the Operating System (OS) on your computer, lets you create mappings between domain names and IP addresses. It is a text file that contains one entry per line, with the host name (or domain name) followed by the IP address. Use a hash mark (#) to comment the lines you want ignored by the system.

Editing the hosts file overrides DNS settings, and can be useful for web development. In this way, you can navigate to a domain mapped to a web site on NetSuite Sandbox without involving any changes to the DNS setup with your domain provider.

Whether you work on a PC or a Mac, the hosts file is used in the same way. The difference is the file location, and the method of editing. In both cases the first step is to locate the CNAME assigned to your web site on Sandbox, and to set up the domain name you want to use.

To locate the CNAME and set up a domain name:

1. Log into your NetSuite Sandbox account.
2. Go to Setup > Site Builder > Domains.
3. Set the following values:
   - **Domain Name** – Enter the domain name you want to use.
   - **Hosted As** – Select Web Store
   - **HTML Hosting Root** – Select the root folder where all the assets for your web site are stored.
4. Click **Save**.
5. Go back to the Domains page, Setup > Site Builder > Domains.
6. The CNAME (Alias) assigned to your web site on sandbox is displayed on the page. Remember the CNAME (Alias), for example:

```
yourdomain.com.hosting.sandbox.netsuite.com.
```

After you have set up the domain name and determined the CNAME (Alias) assigned, you need to find the IP address associated with your website. Next, edit the hosts file on your computer. For more information, see the following topics:

- Editing the hosts file on Windows

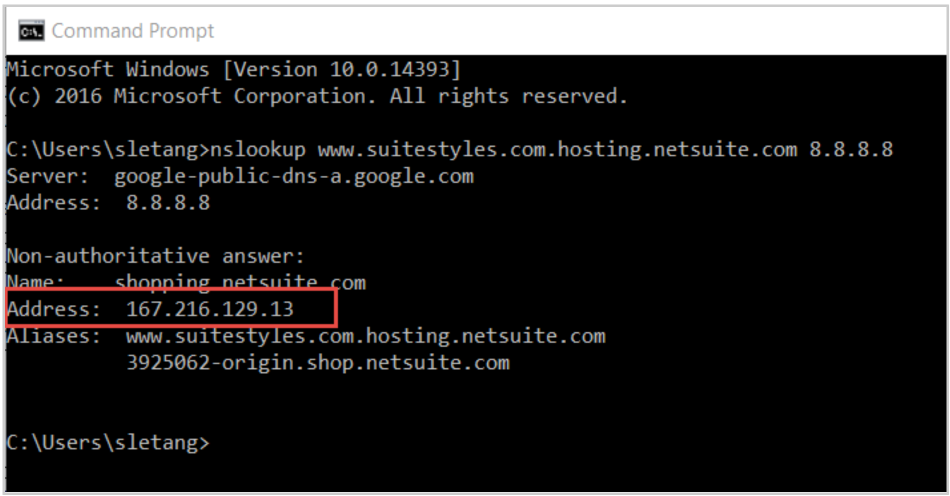
- Editing the hosts file on a Mac

Editing the hosts file on Windows

1. Find the IP address for the hosting server associated with your website on Sandbox:
   a. Use a Command prompt. To do this, navigate to the start menu, and then type **cmd**.
   b. Use the **nslookup** command to query the Google DNS server to find the IP address associated with your website:

```
nslookup www.yourdomain.com.hosting.sandbox.netsuite.com 8.8.8.8
```

   c. Press **enter**. The IP address is displayed on the screen. Remember the IP address.



2. On your computer, navigate to **C:\Windows\system32\drivers\etc\hosts**.
3. Edit this file. Add a line that contains the IP address and the domain of your site. Do not use the CNAME (Alias) here. the format is: <IP address><space><DOMAIN>. For example:

```
123.456.789.01    www.yourdomain.com
```

> **Note:** You need administrator permission to edit the hosts file.

4. Save the hosts file.

After you have edited the hosts file, you can visit your site using the custom domain you setup on Sandbox. Open a new browser window, and then navigate to your domain. You may need to clear your browser cache to view changes to your site.

Editing the hosts file on a Mac

You can edit hosts by navigating directly to the file, or by using a command-line text editor. Note that Root privileges are needed to edit the hosts file, so you will be asked for your password.

1. Find the IP address for the CNAME assigned to your web site on Sandbox.
   a. Open a Finder window.
   b. Select Applications from the sidebar.
   c. Double-click on Utilities.
   d. Double-click Terminal.

e. Use the **nslookup** command to query the Google DNS server to find the IP address associated with your website:

```
nslookup www.yourdomain.com.hosting.sandbox.netsuite.com 8.8.8.8
```

f. Press **return**. The IP address is displayed on the screen. Remember the IP address.

2. In the Terminal window, type **sudo nano /etc/hosts** and then press Return.
3. Enter your administrator password and then press **return**.
4. Edit this file. Add a line that contains the IP address and the domain of your site. Do not use the CNAME (Alias) here. the format is: <IP address><space><DOMAIN>. For example:

```
123.456.789.01    www.yourdomain.com
```

5. Hold down the **control** and **O** keys to save the file.
6. Hold down **control** and **X** to exit.
7. You may need to clear the browser cache, or flush the DNS cache for your changes to take effect.

Site Builder Customization

Applies to: Site Builder

There are different levels of customization available for NetSuite Site Builder based on the features you have enabled in your account.

- Basic Customization
- Advanced Site Customization
- Site Scripting

Basic Customization

Along with the Web Site and Web Store features, NetSuite Site Builder provides a set of basic site themes and layouts you can mix and match. You can change color themes, post saved search results on your site and add links, allowing shoppers to share information about the products you sell.

For basic customization, knowledge of HTML is not required. Read the topics below for more information:

- Creating and Editing Website Layouts
- Changing Website Color Themes
- Adding a 'Tell A Friend' Link

Advanced Site Customization

To use HTML for customizing your Site Builder website, turn on the Advanced Site Customization feature at Setup > Company > Enable Features on the Web Presence subtab. With Advanced Site Customization, you can modify the HTML in site themes and layouts, and customize the text that appears on your website in messages, email and other areas. Read the topics below for more information:

- Customizing Site Themes
- Item and Category Templates
- Adding a Style Sheet to Your Site
- Customizing Website Text

NetSuite provides website tags so you can combine your custom HTML with elements of the NetSuite web store interface (such as tabs and page layout) and objects from your NetSuite account, such as items and custom fields. For more information, read Web Site Tags and, Displaying Price Levels and Sale Prices.

You can customize Website URL Parameters to link to various pages or pass parameters such as promotion codes or currency values in your NetSuite website or store.

You also have the option to create your own HTML website pages, host them in NetSuite, and use the NetSuite shopping cart and checkout. For more information, see Website Hosting with Site Builder.

Site Scripting

You can use SuiteScript to customize your Site Builder and your SuiteCommerce Advanced web store.

- The Scriptable Cart feature enables you to attach scripts to the sales order form submitted at checkout. This is most useful if you are familiar with scripting entry forms. The logic in the custom SuiteScript you attach to a sales order is triggered when the customer submits an order, and continues to operate on the sales order during each step of order processing. Scriptable cart is also useful for working with customizations you want to add to the sales order, such as custom fields and item line validation. See Scriptable Cart.
- The SuiteScript Server Pages (SSP) feature, now in beta, supports the packaging of Web store customizations into SSP applications. You can create SSP applications that fully customize your customers' shopping experience, by replacing default Web store pages with your own custom assets. You can use familiar HTML and SuiteScript, and even other E-Commerce platforms, to create these customizations. See the help topic SSP Application Overview.
- Along with SuiteScript, SSP applications have access to a new set of shopping objects and methods designed specifically for use with the Web store. See the help topic Commerce API Overview.

Basic Customization

To apply basic customizations to your NetSuite web store, knowledge of HTML is not required. Read the topics below for more information:

- Creating and Editing Website Layouts
- Changing Website Color Themes
- Adding a 'Tell A Friend' Link

Creating and Editing Website Layouts

You can use Web site layouts to customize the way items and categories appear in your website.

If you use the Advanced Site Customization feature, you can attach templates for item lists and category lists on the Layout subtab. For more information, see Item and Category Templates.

If you do not use Advanced Site Customization, you can still change the number of rows, and columns applied to any layout. You can also display numbered page navigation links and links for sorting items on the page.

Types of Web Site Layouts

There are several layouts available for basic customization. The list below describes each layout you will find in your account by default:

- Basic templates – A set of 24 different layouts provided by NetSuite, applicable to item, category, and tab pages.
- Standard Dense List Layout – Displays items in a table format, with cells for item name, description, price, quantity and the Add to Cart button in each row.
- Standard Featured Items Layout – Displays items in a vertical list and shows the image associated with the item, the item name and brief description but *omits* the Add to Cart button.
- Standard Items/Category Layout – Displays items in a vertical list and shows the image associated with the item, the item name and brief description, and includes the add to cart button.

When you customize any one of the 24 Basic templates provided by NetSuite, you can only modify the fields on the Default Chart Type subtab. To modify the HTML used in each template attached to those layouts, you must enable the Advanced Site Customization feature. For more information, see Advanced Site Customization.

Editing Web Site Layouts

You can edit Web site layouts that you create and the basic templates provided by NetSuite. Go to Setup > Site Builder > Layouts, and then click Customize next to the layout you want to modify. Note that without the Advanced Site Customization feature, your customization options are limited.

Creating Web Site Layouts

After you create a layout, you must select the layout on a tab to display it on your website. For more information, see Customizing Presentation Tabs. To see a new layout on your site, go to Setup > Site Builder > Preview Web Site.

To create an item/category layout:

1. Go to Web Site > Appearance > Layouts > New.
2. In the **Name** field, enter a name for the layout.
3. The sections below describe the fields on each subtab.

Default Chart Type

1. In the **Border Style** field, select one of the following:
   - **No Window** – this places your Welcome message in a colored box at the top of the page
   - **Window With Title Bar** – this places your Welcome message and featured items in a colored box below your Welcome greeting
   - **Window Without Title Bar** – this places your Welcome message and featured items in an outlined, colored box

   To customize colors for your layouts, go to Lists > Color Themes.
2. In the **Column Width** field, choose **Fit to Browser Window** or select a column width. The column width options in the list are in pixels.
3. In the **Number of Columns Shown** field, choose Single Column List or the number of columns you want to appear on a page.
4. In the **Number of Rows Shown** field, choose the number of rows you want to appear on a page. The maximum limit is 50 rows on a page. Visitors to your site can click page links to see more items and categories.
5. In the **Row Height** field, specify the height of the table cells in pixels. Enter a number in this field. You can leave this field blank to use the default value set by NetSuite.
6. In the **Row Padding** field, define the space between cell content and its borders. Enter a positive number in this field to create more space, or a negative number to create less space. You can leave this field blank to use the default value set by NetSuite.
7. Check the **Paginate** box to show your site visitors which page they are on if your list is on multiple pages. In the **Display** field, choose to show page numbers at the top of the list, bottom of the list, or both.
8. Check the **Sort Links** box to allow your customers to sort lists alphabetically or by price. In the Display field, choose to show these links at the top of the list, bottom of the list, or both.
9. In the **Items Are Laid Out** field, choose to lay out items horizontally or vertically.

10. If you want to use a checkerboard effect with this custom layout, check the **Use Checkerboard Effect** box. This causes every other item in a list to have a background.
11. In the **Sort By** field, choose one of the following to sort item or category lists:
    - **Sequence** – Lists items in the order they appear on the tab or category record.
    - **Name** – Lists items alphabetically by name.
    - **Price** – Lists items by price, low to high.
12. Check the **Descending** box to list prices from high to low, names from Z to A or sequenced items in reverse
13. Check the **Use Templates** box to an item/category templates to format lists for this layout.

    > **Note:** If you check the **Use Templates** box, the Heading and Items subtabs are removed. The settings on these subtabs should be addressed in your item/category templates.

14. In the **List Template** field, select the template for the list of categories or items. This template must include the <NLITEMLIST> tag.

    To create a new list template from this page, click the New button next to the list Template field. For more information, see Creating Item/Category Templates.
15. In the **List Cell Template** field, select the template for how categories or items in the list should display.
16. If you checked the **Use Checkerboard Effect** box, in the **Alternate List Cell Template** field, select an item/category template to use for every other item or category in a list. The type of tags used in this template must match those used in the templates selected in the **List Template** field and **List Cell Template** field. Click the New button to create a new template.

    > **Note:** Item templates and category templates cannot be combined on layouts.

Heading

1. In the **Heading Placement** field, choose where the category name or the brief description of a category should display.
2. If you want the heading to have a backdrop, check the **Heading Backdrop** box. Checking this box applies a custom color to appear behind the category name.
3. In the **Image** field, choose how the category image should display in the heading:
    - **No Image** – this shows no image on the page you apply this custom layout to
    - **Show Image Thumbnail** – this shows only the image thumbnail
    - **Show Full-Size Image** – this shows only the full-size image
4. In the **Image Placement** field, choose where the category image is placed in relation to the category description.
5. Check the **Gap Between Text and Image** box to have a larger space between the image and description.
6. In the **Image Alignment** field, choose how the category image should be aligned.
7. In the **Title Text Alignment** field, choose how the name of the category is aligned.
8. In the **Description Text Alignment** field, choose how the description of the category is aligned.
9. In the **Vertical Alignment** field, choose how text is vertically aligned in the heading.

Items

1. In the **List Style** field, select one of the following:

- **Graphical Item List** – item lists span multiple rows
- **Dense Item List** – condenses your item lists into a single row

2. In the **Image** field, choose how images should display in a list.
3. In the **Image Placement** field, choose how category or item images are displayed in relation to the description.
4. Check the **Gap Between Text and Image** box to have a larger space between the image and description.
5. In the **Image Alignment** field, choose how category or item images should be aligned.
6. In the **Title Text Alignment** field, choose how the names on this list should be aligned.
7. In the **Description Text Alignment** field, choose how the descriptions in the list should be aligned.
8. In the **Vertical Alignment** field, choose how the text for each item or category should be vertically aligned.
9. Check the **Show Item Prices** box to show prices next to items in lists.
10. To display the Add To Cart link next to items, check the **Show Add To Cart Button** box. If you do not check this box, the Add to Cart button does not appear next to items. Shoppers must drill down to item details to place items in the shopping cart
11. To show separators between items, check the **Show Separators Between Items** box. Separators are small dots that can help differentiate your categories and items.

After you create your custom layouts, you can do the following:

- Apply your layouts to specific tabs and categories in your website using the Content Manager in Site Builder Lists > Site Builder > Content ManagerWeb Site > Publishing > Content Manager.
- Set default layouts at Setup > Site Builder > Set Up Web Site.

Changing Website Color Themes

You can customize your site by selecting a color that fits your business. Select from a multitude of NetSuite colors, or customize your own.

To change the colors in your website:

1. Go to Setup > Site Builder > Set Up Web Site.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Appearance** subtab.
4. In the **Web Site Color Theme** field, select a color from the list.

   To create a custom color theme, go to Setup > Site Builder > Color Themes.
5. Click **Submit**.

The changes you make on the Web Site Setup page automatically update in your store or site. To preview your store or site, go to Setup > Site Builder > Preview Web site.

Adding a 'Tell A Friend' Link

You can allow your customers to quickly send email messages to others containing links to items in your website using the 'tell a friend' preference. When you enable this preference, a site visitor can click a Tell A Friend link while viewing an item. Clicking this link opens a new message using the customer's email editor that contains a link to the item's page.

To enable this preference, go to Setup > Site Builder > Setup Tasks > Set Up Web Site. On the Appearance subtab, in the Tell a Friend section, check the Show "Tell a Friend" Link box.

The Tell a Friend email message has a subject of "Hi There," contains the following text: "I thought you would like to have a look at this product," and includes the URL that points to the item in the Web store.

You can customize the text of this email at Setup > Site Builder > Customize Text. For more information, see Customizing Website Text.

When you use a hosted site or a site with custom themes, you can also add the Tell a Friend link to hosted pages using an attribute tag in the following format:

```
<%=getCurrentAttribute('item','tellafriendlinkhtml')%>.
```

Advanced Site Customization

The Advanced Site Customization feature lets you incorporate your own HTML code to themes and templates on your website or store. For best results, you should be proficient with HTML. Read the topics below for more information:

- Customizing Site Themes
- Creating and Editing Site Themes
- Item and Category Templates
- Displaying Price Levels and Sale Prices
- Adding a Style Sheet to Your Site
- Using Web Site Text Groups

Customizing Site Themes

Create a unique e-commerce site as you maintain your item, category, and tab information in NetSuite. Using site themes gives you great flexibility in site design and maintenance. Site themes are based on Item/Category templates and Layouts. You can use a site theme to define the look and feel of tabs, sidebars, headers, and footers on your website.

Use the basic NetSuite site themes and templates, or create your own.

1. Go to Setup > Site Builder > Item/Category Templates to customize the standard NetSuite templates or to create your own templates. For more information about Item/Category templates, see Creating Item/Category Templates.

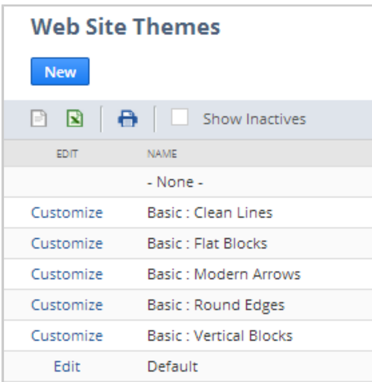
   Create site templates as a basis for the layouts that you apply to tabs and categories in your site. In the custom HTML that you create, you can insert Web Site Tags specifically designed by NetSuite to pull information from item, tab, and category records.
2. Go to Setup > Site Builder > Layouts to create page layouts based on your templates. For more information about this process, see Applying Templates to Lists of Categories and Lists of Items.
3. Go to Setup > Site Builder > Site themes to attach your layouts and templates to site themes. For more information, see the detailed steps below.

To use this feature, go to Setup > Company > Enable Features. On the **Web Presence** subtab, check the **Advanced Site Customization** box, and click **Save**.

> **Note:** Advanced knowledge of HTML is recommended. When you enter HTML for a theme, it must be correct HTML, and it must correctly use the Web Site Tags provided by NetSuite. To add graphics and apply style sheets to HTML site theme templates that you create, you must upload image and CSS files to the Web Site Hosting Files folder.

Creating and Editing Site Themes

Customize and edit site themes from the Web Site Themes page on the Setup tab. You can edit the Default site theme, or customize one of the Basic site themes. After creating a custom site theme, it will display on the list, and you can go back to edit the custom site theme you created.



To customize or edit a site theme, first Go to Setup > Site Builder > Setup Tasks > Themes.

Click the links below to expand steps for each subtab. To view a chart of NetSuite website tags, see Web Site Tags and Tags for Use in HTML Pages and Site Templates.

General subtab

1. In the **Page cellpadding** field, enter a value for the amount of space you want to appear outside the tables in your HTML.

   For example, to include no space between your tables, enter **0**.

2. In the **Color Theme** field, select the color background scheme to use for this theme. You can override this theme by selecting a theme on the Set Up Web Site page.

   You can create your own color theme at Web Site > Appearance > Color Themes > New.

3. In the **Site Font** field, select the default font to use for text in your site.

4. In the field named **Addition to <head>**, enter any HTML you want to appear in the <head> section of your website.

   This section is useful for referencing script files, defining scripts your pages need or adding a message in the title of your window.

5. In the **<body> tag attributes** field, you can control the attributes of the page <body> tag.

   For example, you can control the page background color, default text color, link color and margin width. Enter customized values to override the default values for the <body> tag of your site. Leave this field empty to use default body tag attributes.

   Use the following as an example for this field:

```
bgcolor='#FFFFFF' link='#000000' vlink='#000000' alink='#000000' text='#000000' style='margin:5
px'
```

6. In the **Default Item Drilldown Template** field, select the item/category template that should be used to display item detail pages.

   The item detail page is displayed when a site visitor clicks on an item on your website to see more information. You can override this default by selecting templates for individual items on item records.

   For more information on item templates, see Item and Category Templates.

   > **Note:** Selecting a default item template on the Set Up Web Site page overrides this setting.

7. In the **Default Info Item Drilldown Template** field, Select the item/category template that should be used to display information item detail pages.

   Your HTML template is applied when a site visitor clicks the name of the information item from a list to view more details. You can override this default by selecting templates on individual information item records.

   > **Note:** Selecting a default information item template on the Set Up Web Site page overrides this setting.

8. In the **Default Item List Layout** field, select the default layout for lists of items in your site. You can set list layouts on individual categories and tabs to override this default.

   For more information on layouts and list templates, see Creating and Editing Website Layouts and Item and Category Templates.

   > **Note:** The Item List Layout set on the parent Tab overrides the setting on the Set Up Web Site page.

9. In the **Default Category List Layout** field, select the default layout for lists of categories or subcategories in your site. You can set list layouts on individual categories and tabs to override this default.

   > **Note:** Selecting a default category list layout on the Set Up Web Site page overrides this setting.

10. In the **Default Related Items Layout** field, Select the default layout for lists of related items in your site. You can set list layouts on individual categories and tabs to override this default.

    > **Note:** Selecting a default related items list layout on the Set Up Web Site page overrides this setting.

11. In the **Welcome Page Item List Layout** field, select the list layout you want to use for items on your Welcome tab.

    Create new layouts at Web Site > Appearance > Layouts > New.

Body subtab

1. In the **Logo and Tabs Template** field, enter the HTML that defines the top of the page, including your logo and tab bar.

   This example displays your logo, the Register and Log In links, the tab bar and the code that recognizes a customer that has logged in or prompts a returning customer to Log In. Replace **YOUR LOGO URL** with the URL of the image you use for your logo.

```
<tr>
```

```
    <td>
       <table width="100%" border=0>
          <tr>
             <td align="left"><img src="YOUR LOGO URL" border=0>
             </td>
             <NLPAGELINKS>
          </tr>
       </table>
       <br>
       <table border=0 cellspacing=0 cellpadding=0>
          <tr><NLPAGETABS>
          </tr>
       </table>
       <table border=0 cellspacing=0 cellpadding=0 width=100%>
          <tr class='bgbar'>
             <td align="right" class='smalltext'><NLUSERINFO>
             </td>
          </tr>
       </table>
    </td>
 </tr>
```

2. In the **Content Area Template** field, you can customize the central content area where your categories and items are displayed. This example inserts lists of items available on the tab you are viewing.

```
<td valign="top" width="100%">
   <table width="100%">
      <NLCOLUMNCONTENTS>
   </table>
</td>
```

3. In the **Left Sidebar Width** field, enter a width in pixels for the size of the left column in your website.
4. In the **Left Side Navigation Template** field, enter HTML for the table on the left side navigation of all pages. For example, you can enter the following:

```
<td valign="top" width="<NLSIDEBARWIDTH>">
   <table>
      <NLCOLUMNCONTENTS>
   </table>
</td>
```

5. In the **Right Sidebar Width** field, enter a width in pixels for the size of the right column in your website.
6. In the **Right Side Navigation Template** field, enter HTML for the table on the right side navigation column on the Home page, and My Account tab on your web store. For example, you can enter the following:

```
<td valign="top" width="<NLSIDEBARWIDTH>">
   <table>
      <NLCOLUMNCONTENTS>
   </table>
</td>
```

7. In the **Footer Template** field, you can customize the footer of your site pages. This example places a copyright statement in the footer.

```
<table border="0" cellspacing="0" cellpadding="0" width="100%">
   <tr>
      <td class='smalltextrt' align='right'>
         Copyright © 2004 Your Company Name. All rights reserved.
      </td>
   </tr>
</table>
```

Tabs and Buttons

1. In the **Active Tab Template** and **Inactive Tab Template** fields, you define how the active tab (the tab a customer is viewing) and the inactive tabs appear. If you create an active tab template, you must also create an inactive tab template.

   This example creates a tab bar with a dark blue active tab and light blue inactive tabs. The color of the text on the tabs in defined by the color theme selected at Setup > Site Builder > Set Up Web Site.

   Active Tab Template :

```
<td width="2"></td>
<td bgcolor="darkblue">
      <a href='<NLTABLINKURL>' <NLTABLINKATTRIBS>>
   <NLTABLABEL></a>   </td>
<td width="2"></td>
```

   Inactive Tab Template :

```
<td width="2"></td>
<td bgcolor="lightblue">   <a href='<NLTABLINKURL>'
   <NLTABLINKATTRIBS>><NLTABLABEL></a>
</td>
<td width="2"></td>
```

2. In the **Add to Cart Button** field, you can customize the button that customers click if they want to buy an item. This example creates a button with text “Buy Now!”.

```
<NLADDTOCARTOPTIONS>
<tr align='left'>
   <td class='smalltext' width='1%'>
      <NLADDTOCARTITEMID><NLADDTOCARTQUANTITY>
   </td>
   <td>
      <INPUT type='button' class='bgbutton' value='Buy Now!'
      id='addtocart'          name='addtocart'
      onkeypress="window.event.cancelBubble=true;"
      onclick="<NLADDTOCARTCLICKSCRIPT>">
   </td>
</tr>
```

3. In the **Add to Cart Button on Dense Lists** field, you can customize the button that customers click if they want to buy an item. This example creates a button with text “Buy Now!”.

```
<NLADDTOCARTOPTIONS>
<tr align='left'>
   <td class='smalltext' width='1%'>
      <NLADDTOCARTITEMID><NLADDTOCARTQUANTITY>
   </td>
   <td>
      <INPUT type='button' class='bgbutton' value='Buy Now!'
   id='addtocart'
   name='addtocart' onkeypress="window.event.cancelBubble=true;"
   onclick="<NLADDTOCARTCLICKSCRIPT>">
   </td>
</tr>
```

Sidebars subtab

1. In the **Default Portlet Template field**, enter the HTML to define the framing around any portlets displayed on your site that you do not define in step 2 below.

   This HTML must start with <td> and end with </td>. For example, you can enter the following:

```
<td>
   <table width="<NLSIDEBARWIDTH>">
      <tr>
         <td><NLPORTLETTITLE>
         </td>
      </tr>
      <tr><NLPORTLETCONTENTS>
      </tr>
   </table>
</td>
```

2. Using the same format as the Default Portlet Template, enter HTML between <td> and </td> tags for the following portlets:
   - Cart Summary
   - Currency Selector
   - Language Selector
   - Search
   - Search Form
   - Site Navigation

   To apply these templates, you must set these portlets to display at Setup > Site Builder > Set Up Web Site > Appearance.
3. In the **Navigation Show Top-level Links** field, choose the type of menu you want to display in your navigation portlet:
   - **All Tabs** – Shows contents of all tabs
   - **Current Tab** – Shows contents of the tab being viewed
   - **Categories** – Shows contents of the category being viewed

   To use this preference you must enable the Show Navigation Portlet preference on the Set Up Web Site page.

   The contents in the site navigation list depend on your decision to show items or categories in the navigation portlet.

> **Note:** If you use an older account with legacy navigation, clear legacy settings at Setup > Site Builder > Set Up Web Site > Legacy.

4. Check the **Navigation Show Subcategories** box to show subcategories in the navigation menu portlet.
   - If you select **All Tabs** as your top level navigation, subcategories under all tabs are shown.
   - If you select **Current Tab** as your top level, subcategories of the tab being viewed are shown.
   - If you select **Categories** as your top level, subcategories of the category being viewed are shown.
5. Check the **Navigation Show Items** box to show item links in your navigation menu portlet.

   You must check the Show Navigation Portlet box on the Set Up Web Site page to use this preference.
   - If you select **All Tabs** as the top-level navigation, item links are shown for all tabs.
   - If you select **Current Tab** as the top level, item links are shown for the items on the tab being viewed.
   - If you select **Categories** as the top level, item links are shown for the items in the category being viewed.

Misc subtab

1. For each of the following, you can enter custom HTML or select an image for the different kinds of bullets in your website:
   - **Bullets** – This replaces the bullets next to login links or any bullets that are not part of a hierarchical list.
   - **Item Bullets** – This replaces the bullets next to items in the left-column, navigational portlet.
   - **Open Category Bullets** – This replaces the bullets next to categories that are open and showing subcategories or items in the left-column, navigational portlet.
   - **Closed Category Bullets** – This replaces the bullets next to categories that are not open in the left-column, navigational portlet.
2. In the **Separator HTML** field, enter the HTML you would like to appear between items in item lists.

   > **Note:** Separator HTML only appears when you are viewing pages with layouts where the Show Separators Between Items box is checked.

You can override your site theme's appearance (color theme, tab style, portlet style, etc.) based on appearance settings at Setup > Site Builder > Set Up Web Site.

To further control your site, you can create custom HTML tags. These tags will be replaced based on your default settings and tag substitution definitions. This lets you customize your page templates to look different when individual tabs of your site are viewed.

To enter custom tag definitions, go to Setup > Site Builder > Tags > New, enter your custom tags. When you have finished, click Save.

Item and Category Templates

Web site item/category templates allow you to customize the look and feel of your website pages. Use HTML to organize the content on the page, and NetSuite website tags to display information from item records on your site, such as images, sales price, information from custom fields, and more.

To create item/category templates you must enable the Advanced Site Customization feature on the Web Presence subtab at Setup > Company > Enable Features > Web Presence. An administrator must complete this task.

By default, NetSuite provides a set of basic templates for the following:

- List cells - Determine how name, description and image are displayed for each category or item in a list.
- List pages - Display a list of categories, items, information items, related items, or upsell items.
- Drilldown pages - Are also known as item detail pages. When visitors to your web store click on an item name or an information item name, they “drill down” to the detail page where they can see more information about the item including a list of related items and upsell items.

After you customize or create an item/category template, attach the template to a layout so you can apply it to tabs, categories or items on your site. For more information, see Applying Templates to Lists of Categories and Lists of Items.

Next, go to Setup > Site Builder > Site Themes to select a set of templates and layouts to create a theme for your website. For more information, see Customizing Site Themes.

The topics below provide more information about using Web site templates and layouts on your website:

- Read Creating Item/Category Templates to learn how to make your own HTML templates for items and categories.
- Use the Sample HTML for Item/Category Templates to help you create a new Item/Category template for your Web Site.
- Read Placing Multiple Images in an Item/Category Template to learn how to show multiple images for items on your site.

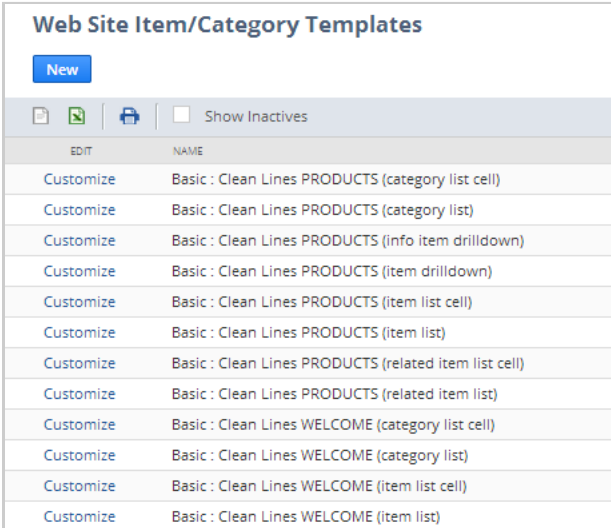
Creating Item/Category Templates

You can use item/category templates to customize the look and feel of several types of Web site pages:

- category lists
- item lists
- lists of related items
- lists of upsell items
- item detail pages
- information item detail pages

After you create an item/category template, you can attach it to a category or item list page. For more information, see Applying Templates to Lists of Categories and Lists of Items. You can also create an item/category template that shows multiple views of an item on your site. See also, Placing Multiple Images in an Item/Category Template.

> **Note:** To add graphics and apply style sheets to HTML site theme templates that you create, you must upload image and CSS files to the Web Site Hosting Files folder.



EDIT	NAME
Customize	Basic : Clean Lines PRODUCTS (category list cell)
Customize	Basic : Clean Lines PRODUCTS (category list)
Customize	Basic : Clean Lines PRODUCTS (info item drilldown)
Customize	Basic : Clean Lines PRODUCTS (item drilldown)
Customize	Basic : Clean Lines PRODUCTS (item list cell)
Customize	Basic : Clean Lines PRODUCTS (item list)
Customize	Basic : Clean Lines PRODUCTS (related item list cell)
Customize	Basic : Clean Lines PRODUCTS (related item list)
Customize	Basic : Clean Lines WELCOME (category list cell)
Customize	Basic : Clean Lines WELCOME (category list)
Customize	Basic : Clean Lines WELCOME (item list cell)
Customize	Basic : Clean Lines WELCOME (item list)

To create an item/category template:

1. Go to Web Site > Appearance > Item/Category Templates > New.
2. In the **Name** field, enter a name for this template.
3. (Optional) In the **Description** field, enter a description for your template.
4. In the **Template** HTML field, enter HTML within <td> start and end tags to create your item/category template. The HTML you enter here specifies how content is displayed. Note the following:
   - Use NetSuite Web Site Tags to display information from fields on item records in the site.
   - Read Sample HTML for Item/Category Templates to help you create your first template.
5. (Optional) In the **Addition to <head>** field, you can enter any additional HTML you want to appear in the header of the item page.
6. Click **Save**.

Note that when you create a template for category list pages, you must include the <NLITEMLIST> tag in the template HTML so that categories display properly on the page. For more information about Web Site Tags, see Tags for Use in HTML Pages and Site Templates.

For a list of record types and attributes, see Tags for Use in HTML Pages and Site Templates. For a complete list of the website tags available for use in item/category templates and hosted HTML pages, see Web Site Tags.

Applying Templates to Lists of Categories and Lists of Items

After you have created a template for a category or item list, you must apply the template to a layout. A layout record requires a template for the list, and a template for each list cell. The list cell template determines how names, descriptions and images are displayed in the list.

To create a layout for item lists or category lists using an item/category template:

1. Go to Setup > Site Builder > Layouts. Click **New**.
2. In the **Name** field, enter a name for the layout. Use a name that identifies whether this template is for lists of categories or for lists of items, for example Spring Sale Item List Template.

3. Check the **Use Templates** box.
4. Select the HTML templates you want to attach to this layout.
   a. Select a template in the **List Template** field.
   b. Select a template in the **List Cell Template** field.
5. Click **Save**.

When your layout is complete, you can apply it to your website by selecting it on tab and category records, in your site theme, or on the Appearances subtab of the Setup Web Site page.

Applying Templates to Item Detail Pages or Information Items

When you use an item/category template on your item detail pages, it is not necessary to create a layout. Instead, you can select the template for the item detail page on the Set Up Web Site page. As a result, the template is applied globally to all item detail pages on your website.

> **Note:** You can override the global item drilldown template setting on the Set Up Web Site page by selecting a different template on an individual item record.

To apply item/category templates to item detail pages or information items:

1. Go to Setup > Site Builder > Set Up Web Site. Click the Appearance subtab.
2. If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. In the **Default Item Drilldown Template** field, select the default template for all items or information items in your site.

   If you want to apply a template for an information item, choose your template in the Default Information Item Drilldown Template field.
4. Click **Save**.

Sample HTML for Item/Category Templates

Use the HTML code samples provided below to create a set of item/category templates for your website:

- Example of a Category List Template
- Example of an Item List Template
- Example of a Category in a List
- Example of an Item in a List
- Example of an Item Page
- Example of an Information Item Page

Example of a Category List Template

This example displays the name, description, and image for the category being viewed and lists its subcategories below. List templates must include the <NLITEMLIST> tag to display the list of subcategories.

```
<td width='100%'>
<table width=100%>
<tr>
<td colspan=2 align='center'>
<h1>
<%=getCurrentAttribute('sitecategory','itemid')%>
</h1>
```

```
<%=getCurrentAttribute('sitecategory','storedetaileddescription')%>
<br>
<br>
<img src='<%=getCurrentAttribute('sitecategory','storedisplaythumbnail')%>' border=0>
</td>
</tr>
<tr>
<NLITEMLIST>
</tr>
</table>
</td>
```

Example of an Item List Template

This example lists the category name before listing the items in the category. List template must include the <NLITEMLIST> tag to display the list of items in a category.

```
<td width='100%'>
<table width=100%>
<tr>
<td>
<h1>
<%=getCurrentAttribute('sitecategory','itemid')%>
Items
</h1>
</td>
</tr>
<tr>
<NLITEMLIST>
</tr>
</table>
</td>
```

Example of a Category in a List

This example is a category cell template for categories in a list. The category name, description, and image are included in the list, and the name and image act as links to go to the category page.

```
<td>
<h2>
<a href='<%=getCurrentAttribute('sitecategory','storeURL')%>'>
<%=getCurrentAttribute('sitecategory','itemID')%></a>
</h2>
<%=getCurrentAttribute('sitecategory','storeDetailedDescription')%>
<br><br>
<a href='<%=getCurrentAttribute('sitecategory','storeURL')%>'>
<img src='<%=getCurrentAttribute('sitecategory','storeDisplayThumbnail')%>' border=0></a>
</td>
```

Example of an Item in a List

This example is an item cell template for items in a list. The item name, stock status, description, price, weight, image, and related items are displayed along with an Add to Cart button. The item name and image act as links to the item page.

```
<td>
<h2>
<a href='<%=getCurrentAttribute('item','storeURL')%>'>
<%=getCurrentAttribute('item','itemID')%>
<%=getCurrentAttribute('item','stockStatusMessageHTML')%></a>
</h2>
<!--%=getCurrentAttribute('item','salesPrice')%><br>-->
Only <%=getCurrentAttribute('item','salesPriceHTML')%>
<br><br>
<table>
<%=getCurrentAttribute('item','addToCartListHTML')%>
</table>
<a href='<%=getCurrentAttribute('item','storeURL')%>'>
<%=getCurrentAttribute('item','storeDisplayImageHTML')%></a>
</td>
```

Example of an Item Page

This example is for an item drilldown page that shows when a visitor clicks the name of an item to view details. This example includes the item's name, detailed description, price, weight, and full size image with an Add to Cart button.

```
<td>
<h2>
<%=getCurrentAttribute('item','itemID')%>
</h2><br>
<%=getCurrentAttribute('item','storeDetailedDescription')%>
<br><br>
<h3>
<!--%=getCurrentAttribute('item','salesPrice')%>
<br>-->
Only <%=getCurrentAttribute('item','salesPriceHTML')%>
</h3>
Weight <%=getCurrentAttribute('item','weight')%>
<br><br>
<%=getCurrentAttribute('item','storeDisplayImageHTML')%>
<table>
<%=getCurrentAttribute('item','addToCartHTML')%>
</table><br>
<table>
<tr>
<%=getCurrentAttribute('item','relatedItemsHTML')%>
</tr>
</table>
</td>
```

Example of an Information Item Page

This example is for a text and image information item page that shows when a visitor clicks the name of the information item. This example includes the information item title, brief description, full size image and detailed description.

```
<td>
<h2>
```

```
<%=getCurrentAttribute('infoitem','itemID')%>
</h2>
<br>
<%=getCurrentAttribute('infoitem','storeDescription')%>
<br>
<%=getCurrentAttribute('infoitem','storeDisplayImageHTML')%>
<br>
<%=getCurrentAttribute('infoitem','storeDetailedDescription')%>
</td>
```

Placing Multiple Images in an Item/Category Template

Web site tags and item/category templates allow you to show the items you sell on your web store from various angles or in different colors or sizes.

You can publish multiple images for items in one of the following ways:

- Use multiple <img src> tags to publish images directly from the File Cabinet.

  With this approach, it is best to create an item drilldown template specific to each item, as the images may only be appropriate for a particular item. For details, see Publishing multiple images for an item using <img src> tags.
- Use custom item fields to store images on each item record, and then use attribute tags in a site template to publish multiple images of the item on your site.

  With this approach you do not need to maintain a set of templates when you want to change images for a particular item. The attribute tag you use in the item drilldown template refers to the custom field. This is so you can attach specific images to item records, but build different templates for your website that refer to the same custom field. For more information, see Publishing multiple images for items using custom item fields.

You must have the Advanced Site Customization feature turned on at Setup > Company > Enable Features > Web Presence to create and edit item templates. An administrator must complete this task.

Publishing multiple images for an item using <img src> tags

1. Click **Images** to open the Images folder.

   Find the image you want to use, or in the footer of the page, click Add File. See Uploading Images for detailed information on uploading image files to NetSuite.
2. Go to Web Site > Lists > Item/Category TemplatesWeb Site > Site Builder > Item/Category Templates.
3. Create your template file as instructed in Creating Item/Category Templates.
4. To add images, in your template HTML code, use <img src> tags that refer to the image files in the NetSuite file cabinet. Use the NetSuite-generated URL for a file in the images folder. To find the URL for the image file, click Edit next to the file you want to use, and then choose a URL on the file record. Note the following example of the <img src> tag.

   ```
   <img src="/core/media/media.nl?id=2033&c=563214&h=f6a40c57d48a0e61dde7">
   ```

   - To align the image, add the align attribute in the <img src> tag.
   - To add a border to the image, add the border specifications to the tag.
5. Click **Save**.
6. After you have saved your item/category template, go to Lists > Web Site > ItemsLists > Site Builder> Items.

   a. Click **Edit** next to an item record.
   b. Click the **Web Store** subtab.
   c. Select the item drilldown template you created, in the **Item Drilldown Template** field.
7. Click **Save** on the item record.

Publishing multiple images for items using custom item fields

1. Go to Customization > Lists, Records, & Fields > Item Fields > New.
2. In the **Label** field, enter a name for an alternate image field on item records, such as **Alternate View Image**.
3. In the **ID** field, enter a one word or number code that you will use in the tag for this field. For example, enter **altimage.** Later, you will use this ID to create an Attribute tag:

```
<%=getCurrentAttribute('item','altimage')
```

4. In the **Type** field, select Image.
5. Check the **Store Value** box.
6. Check the **Show in List** box to see data for this field in the Items list.
7. On the **Applies To** subtab, check the box next to each type of item you want to select additional images for.
8. On the **Display** subtab, set preferences for where you want this field to appear on the item record in NetSuite.
9. Click **Save**.
10. On each item record, locate your new custom field, and select or upload an alternate image for the item.
11. After saving each item record with an alternate image, create an Item Drilldown Template. To display the alternate image, use the tag format below enclosed in the <img src> tag in your template:

```
<img src='<%=getCurrentAttribute('item','altimage')%>'>
```

    For more information, see Creating Attribute Tags for Custom Records and Custom Fields. See also, Creating Item/Category Templates.
12. After you have saved your item/category template, you can do one of the following:
    - Apply it to all items for an individual theme at Setup > Site Builder > Themes.
    - Apply it to all items for a site with any theme at Setup > Site Builder > Set Up Web Site.
    - Apply it to individual items on item records at Web Site > Publishing > ItemsWeb Site > Site Builder > Items.

Displaying Price Levels and Sale Prices

You can display multiple price levels for items on website pages. This enables you to display both the original and sale prices for items. When you update price levels in your account, the items in your site are automatically updated.

Sale prices and other price levels can be added to item pages using item/category templates. Use the < **%=getCurrentAttribute('item','pricelevelx')%>** tag to display item prices, where **x** is replaced with the ID number for the price level.

For example, because the default ID for the online price is **5**, the tag attribute is **pricelevel5**. The IDs of alternate sales prices increase by one between the base price and the online price. For the price levels included in your account, the attributes are as follows:

Price Level	Attribute
Base Price	pricelevel1
Alternate Price 1	pricelevel2
Alternate Price 2	pricelevel3
Alternate Price 3	pricelevel4
Online Price	pricelevel5

If you use custom price levels in addition to the default levels, you can view their respective IDs at Setup > Accounting > Accounting Lists. Select Price Level in the Type filter at the bottom of the page.

Note: Internal IDs only show in lists when you have the Show Internal IDs box checked at Home > Set Preferences.

Use the following code sample as a guide for creating an item/category template with both a sale price and an original price:

```
<td>
   <h2><%=getCurrentAttribute('item','itemid')%>
      <%=getCurrentAttribute('item','stockstatusmessagehtml')%>
   </h2>
   <br><%=getCurrentAttribute('item','storedetaileddescription')%>
   <br><br>
   Was <s><%=getCurrentAttribute('item','pricelevel1')%></s>!
   Now Only <%=getCurrentAttribute('item','pricelevel5')%>
   </h3>
   <br>
   <table><%=getCurrentAttribute('item','addtocarthtml')%>
   </table>
   <br>
   <%=getCurrentAttribute('item','storedisplayimagehtml')%>
</td>
```

Adding a Style Sheet to Your Site

If you use the Advanced Site Customization and Host HTML Files features, you can use a style sheet with your website. You must have both features enabled to upload a CSS file.

To use a style sheet with a hosted site:

1. Click the **Documents** tab.
2. Open the **Web Site Hosting Files** folder.
3. Open the **Live Hosting Files** folder, or open the Staging Hosting Files to test your style sheet before publishing.
4. Open the site folder.
5. Click **Add File**, and choose your style sheet.

If you host all or part of your site and your hosted files refer to this style sheet, your style sheet is already applied.

To use a style sheet with a Site Builder website using Advanced Site Customization:

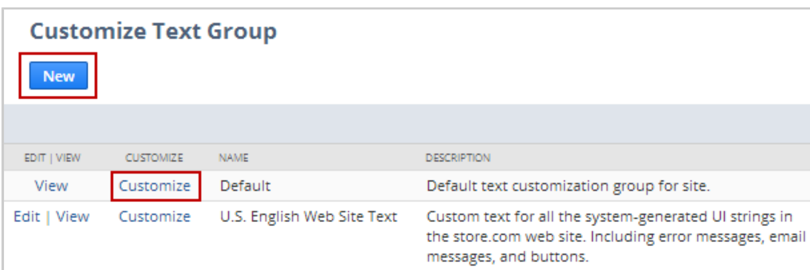
1. Complete the steps above for hosted site.
2. Go to Setup > Site Builder > Themes.
3. Click **Edit** or **Customize** next to the theme you use for your site.
4. On the **General** subtab, in the **Addition to <head>** field, enter a link to your style sheet. Use a relative URL that includes your NetSuite account number, for example **/c.123456/site/sitestyle.css**.

Using Web Site Text Groups

You can use groups to organize the custom text you create for any of the system-generated text that appears on your website.

For details on creating custom text for your site, see Customizing Website Text.

If you use multiple websites, you can differentiate the branding on each site by customizing the text on each site. If you operate one website, you can create multiple website text groups to experiment with different custom text options.



Click Customize next to the Default group to modify the text currently applied to your website. Click New to start creating custom text. You must first create a new group, by entering a name and description, and then go back to the Customize Text Group page to customize the text in that group.

The default website text group contains the website text currently applied to your website. When you create a new group, it inherits any customization that exists in the default group. After you start working with a new group, click Save to preserve the changes you make.

After you finish creating a new website text group, go to the Web Site Setup page to associate it with a site.

To create a website text group:

1. Go to Setup > Site Builder > Customize Text > New.
2. Enter a name and description for a new group. The description is optional. If you are creating custom text groups to support multiple languages on your site, name the text group for the language into which you want to translate text.
3. Click **Save**.
4. Click **Customize** to modify the text group you created in the previous step.
5. Click **Save** when you are finished.
6. (Optional) Click **Edit** to modify the name or description of an existing website text group.
7. (Optional) Click **View** to see a list of sites where the text group is applied

If you have already associated the website text group with a site, the site will be updated with any customization changes after clicking Save.

To associate a website text group with a site:

1. Go to Setup > Site Builder > Set Up Web Site.
2. Click the **Appearance** subtab.
3. In the **Customize Text Group** section, select the website text group you want to display on that site.
4. Click **Save**.

You can now view your site to see your custom website text group applied.

Customizing Website Text

You can customize the system-generated text that appears in your website. This includes text in error messages, email messages, and buttons. It also includes headings and fields displayed during the web store checkout process. Customizing the text on your website lets you communicate more effectively with your customers.

You can also create different groups of custom text for use on multiple sites. For more information, see Using Web Site Text Groups.

To customize the text in your website:

1. Go to Setup > Site Builder > Customize Text.
2. If you use the Multi-Language feature, select the language for which you want to customize the text. An administrator can select multiple languages for your site at Setup > Company > General Preferences > Languages.
3. The Customize Web Site Text page is divided into subtabs for each block of text that appears in your website.
   - **Email** – Customize the email messages sent to shoppers on your website. For more information, see Customizing Web Store Email Messages.

     For specific information about fulfillment confirmation email messages, see the help topic Order Fulfillment Confirmation Email.
   - **Error Messages** – Customize error messages displayed on your web store. For example, you can change the error message displayed when a customer enters an invalid coupon or gift certificate code.
   - **Headings** – Change the headings on pages in the checkout process.
   - **List Options** – Customize the default option on select lists. This affects items on your web store with list options such as matrix items.

     For example, when a shopper selects a color or size for a product, you can change the NetSuite default list option from “Select” to “Choose One.”
   - **Alerts** – Customize alerts displayed in the web store. For example, you can customize the alert that is displayed when a shopper selects a product in a color that is out of stock.
   - **Buttons** – Change the text on buttons in the web store. For example, you can customize the label on each of the buttons on the shopping cart page.
   - **Field Labels** – Customize the labels for entry fields on your web store. For example, you can change the “Address 1” field label on the Address page in the web store, to “Street Address.”
4. Click on a subtab to choose a type of website text to customize.

The **Default Text** column displays the HTML source code for each block of text that appears in the web store. The blank fields in the **Customization** column are for your customized changes to the existing HTML. The **Description** column provides more information about each field.

5. Copy the HTML in the **Default Text** column, make your changes, and then paste your customized HTML in the **Customization** column.
6. Click Save.

To view your updated site after you save your changes, go to Setup > Site Builder > Preview Web Site.

Customizing Web Store Email Messages

To customize email messages sent from your web store, you have the following options:

- Use the Customize Web Site Text page.
- Create email templates you can associate with multiple email notification types and websites.

For more information about web store email templates, see the help topic Templates for Web Store Email Messages.

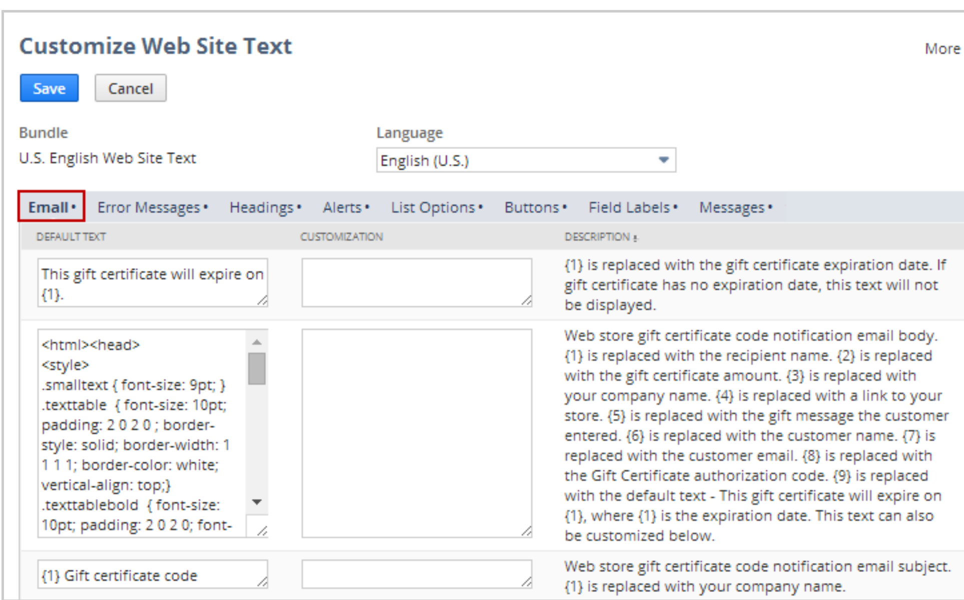
For information about setting preferences for email messages, such as BCC email message settings, and selecting email templates, see the help topic Order Emails.

For specific information about non-web order fulfillment confirmation messages, see the help topic Order Fulfillment Confirmation Email.

Use the Email subtab on the Customize Web Site Text page to customize the email message that is sent at each stage of order processing, as well as when a customer, purchases a gift certificate, or places an order for a download item. After you save your changes on this page, you can set additional email preferences on the Web Site Setup page. For more information, see the help topic Web Site Email Preferences.

To customize email messages generated from web store orders:

1. Go to Setup > Site Builder > Customize Web Site Text.
2. Click **Customize** next to the website text group you want to modify.
3. Click the **Email** subtab.



The **Default Text** column displays the HTML source code for each type of email message. The blank fields in the **Customization column** are for your customized changes to the existing HTML. The **Description** column describes the variables in each type of email message.

4. Copy the HTML in the **Default Text** column, make your changes, and then paste your customized HTML in the **Customization** column.
5. Click **Save** when you are finished.

You can customize text for one email message, or several. Go to the Web Site Setup page to set preferences for sending email messages. For more information, see the help topic Web Site Email Preferences.

Attribute Tags for use in Email Messages

You can use NetSuite's attribute tags to include information from sales orders in email messages sent to your customers. Use the following structure for your tag:

```
<%=getCurrentAttribute("salesorder","field")%>
```

Replace the word **field** with a Field Internal ID from the list in the table below. For example, include the estimated ship date of the order in the email message by using the following attribute tag:

```
<%=getCurrentAttribute("salesorder","shipdate")%>
```

The same structure works for both the fulfillment email and the order received email. The fields exposed by attribute tags come from the original sales order form associated with the transaction.

The table below lists common fields available for use with attribute tags.

Field Internal ID	Field UI Label
actualshipdate	Actual Ship Date
balance	Balance
billaddress	Bill To
entity	Entity
giftcert	Gift Certificate
orderstatus	Order Status
otherrefnum	P.O. number
paymentmethod	Pymt. Method
paypaltranid	PayPal Tran. ID
salesrep	Sales Rep
shipaddress	Ship To
shipdate	Estimated Ship Date
shipmethod	Shipping Method
shippingcost	Shipping Cost
subsidiary	Subsidiary
taxrate	Tax Rate

Field Internal ID	Field UI Label
taxtotal	Tax Total
terms	Terms
total	Total
trandate	Date
tranid	Doc. No.

Website URL Parameters

This section describes the parameters exposed on your web store URLs and describes how web store managers and website designers can use these parameters to display specific pages in a NetSuite web store.

The following topics are discussed in this section:

- URL Parameters for Displaying Shopping Pages – Describes how to display search results as well as specific tab, category, and item pages, on your web store.
- URL Parameters for Adding Items to the Cart – Includes information about how to construct a URL for adding items to the shopping cart in a OneWorld account.
- URL Parameters for Passing Marketing Information - Describes how to construct URLs for tracking partners and for use in marketing your web store.
- URL Parameters for Setting Values in Your OneWorld Web Store - Describes URL parameters for use with a OneWorld web store.
- URL Parameters for Setting the Currency on your Website - Identifies the URL parameters you can use to set the currency for prices displayed on a page of your web store.

Anatomy of a Website Shopping URL

Before you can start working with URL parameters, it is important to understand how NetSuite web store URLs are formed. Whether you use NetSuite's shopping domain (shopping.netsuite.com) or your own domain, understanding how to add parameters to your website URLs gives you more options for customization. For more information about domains, see the help topic Domain Names.

Forming the Base Domain of a URL

The base domain of a NetSuite web store consists of the following variables: the domain for your website, your NetSuite account number (if you use the NetSuite shopping domain), and variables indicating which website page to display, such as internal IDs for item and category records.

> **Note:** The NetSuite shopping domain used to construct the base domain for your site varies according to the host data center for your NetSuite account. You can always find the shopping domain for your site on the Set Up Domains page or on the Domains subtab on the Web Site Setup page. For more information on data centers, see the help topic Understanding Multiple Data Centers.

You may notice that NetSuite shopping URLs appear in two different formats:

- http://shopping.netsuite.com/s.nl/c.123456/id.12/.f?category=123

- http://shopping.netsuite.com/s.nl?c=123456&id=12&category=123

The first format above is more favorable for search engine optimization (SEO). However, when you are constructing a URL for a process, such as adding an item to the shopping cart, both formats work equally well. Note that custom domains also appear in both formats:

- http://www.wolfeelectronics.com/s.nl/id.12/.f?category=123
- http://www.wolfeelectronics.com/s.nl?id=12&category=123

> **Important:** If you use your own custom domain, you should never use the NetSuite shopping domain to construct URL parameters for your website.

Alternating between the NetSuite shopping domain (shopping.netsuite.com), and your own custom domain (www.mysite.com) can cause cookie and session information to get lost as visitors click through the pages of your site.

Required Web Site URL Parameters

If you use the NetSuite shopping domain, the *c* parameter is required to identify your NetSuite account. If you use the Multiple Web Sites feature, the *n* parameter, which identifies the internal ID for the site, is also required. For example, the URL below points to a tab on site 3 *(n.3)* in NetSuite account number 123456.

```
http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.13/.f
```

If you use custom domains for your web stores, however, the *c* and *n* parameters are not required because your custom domain is mapped to the correct NetSuite account and website at the database level. The URL below uses a custom domain to show the same page as the URL above.

```
http://www.wolfeelectronics.com/s.nl/sc.13/.f
```

All website URLs from your NetSuite account use */s.nl/* in the path to indicate an e-commerce page request. Note that URLs which contain */.f?* before additional parameters are more favorable for SEO.

Adding Parameters to a URL

In addition to identifying the domain and the website page, the URL includes parameters which can be used in a query string.

By adding a query string to the URL of a NetSuite web page, you can display specific information on the page. A query string contains name and value pairs, with the name and value in each pair separated by an equal sign (=).

For example, when a shopper clicks on one of the URLs below, he or she is taken to a web store tab presenting a list of results for the search term, “electronics.” Note that the first example uses the NetSuite shopping domain and identifies the NetSuite account number (c.123456).

- http://shopping.netsuite.com/s.nl/c.123456/sc.2/.f?search=electronics
- http://www.wolfeelectronics.com/s.nl/sc.2/.f?search=electronics

The tab's internal ID is defined in the sc parameter. You can find the internal ID for any record in NetSuite in the address bar of your browser when you navigate to that record. For more information, see the help topic How do I find a record's internal ID?

Note that the first parameter (in this case “search=electronics”) is always preceded by a question mark (?), and any subsequent parameters are preceded by ampersands (&). The URLs below display items 1 through 5 in a list of 10 search results for “electronics.”

- http://shopping.netsuite.com/s.nl/c.123456/sc.2/.f?search=electronics&range=1,5,10
- http://www.wolfeelectronics.com/s.nl/sc.2/.f?search=electronics&range=1,5,10

URL Parameters for Displaying Shopping Pages

The following parameters are supported on URL, */s.nl*. All the parameters listed below can display on web store, cart and checkout pages.

For more information about constructing a URL, see Required Web Site URL Parameters. Note that the internal ID for any record in NetSuite displays in the address bar of your browser when you navigate to that record. How do I find a record's internal ID?

URL Parameter	Notes
c	Required to identify the NetSuite account (c.123456). Not required if you use a custom domain. **http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.13/.f**
n	Required to identify the site (n.3) when you use the Multiple Web Sites feature. Not required if you use a custom domain or if you do not use the Multiple Web Sites feature. **http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.13/.f**
sc	Identifies the tab (sc.42) on a tab page; *sc* stands for section. On a category or item detail page, this parameter identifies the selected tab. It also provides location context so the correct tab and category are highlighted in the site navigation portlet. For example: ▪ http://shopping.netsuite.com/s.nl/c.123456/n.3 **/sc.42/**.f ▪ http://www.wolfeelectronics.com/s.nl **/sc.42/**.f
category	Identifies the category (category.13) on a category page. On an item detail page, this parameter identifies the category context of the selected item. It also provides location context so the correct tab and category are highlighted in the site navigation portlet. For example: ▪ http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.17 **/category.13/**.f ▪ http://www.wolfeelectronics.com/s.nl/sc.17 **/category.13/**.f
id	Identifies the item (id.100) on an item detail page. For example: ▪ http://shopping.netsuite.com/s.nl/c.123456/n.3/it.A **/id.100** /.f?sc=17&category=13 ▪ http://www.wolfeelectronics.com/s.nl/it.A **/id.100** /.f?sc=17&category=13
it	Identifies the item type (it.I). On an item detail page, this parameter distinguishes between sales items (A), and information items (I). Note that this parameter is optional for sales items, but required for information items. For example: ▪ http://shopping.netsuite.com/s.nl/c.123456/n.3 **/it.I/** id.208/.f?sc=17&category=15 ▪ http://www.wolfeelectronics.com/s.nl **/it.I/** id.208/.f?sc=17&category=15
search	This parameter makes any page in the web store a search results page. It displays the search entry field on a web store page, with the search results for that page displayed below it. For example: These URLs display a page with results for the search term, “electronics”:

URL Parameter	Notes
	■ http://shopping.netsuite.com/s.nl/c.123456/sc.2/.f **?search=electronics** ■ http://www.wolfeelectronics.com/s.nl/sc.2/.f **?search=electronics**
ext	For use *only* with External Catalog (WSDK) sites to add NetSuite e-commerce functionality. When this parameter is set true, the page is displayed without any item or category tabs. Only the cart, checkout and customer center tabs appear if they are set to display in the Web site. This example displays the shopping cart page for an external catalog site (ext=T): **http://www.wolfeelectronics.com/s.nl?sc=2&ext=T**
continue	When used with the *sc* parameter identifying the cart tab, this parameter allows customization of the Continue Shopping button to go to the specified URL. In this example, the *continue* parameter sends the shopper to a specific Web Store page when they click the Continue Shopping button: ■ http://shopping.netsuite.com/s.nl?c.123456&sc=3 **&continue=http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.12/.f** ■ http://www.wolfeelectronics.com/s.nl?sc=3 **&continue=http://www.wolfeelectronics.com/s.nl/sc.12/.f**
range=from,to,of	Displays a set of items: *from* item x, *to* item y, *of* n number of pages. The *from* and *to* values start at 1 for the first item (as opposed to 0). No more than 50 items can be displayed on a page. The *to* parameter is ignored if the range includes more than 50 items. This URL displays the last three items in a list of thirteen items which spans two pages: ■ http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.12/category.2/.f?**range=11,13,13** ■ http://www.wolfeelectronics.com/s.nl/sc.12/category.2/.f?**range=11,13,13**
logoff	Only for use on the checkout domain. When you add **logoff=T** to the URL, this parameter logs off the current shopper.
login	Only for use on the checkout domain. When you add **login=T** to the URL, this parameter makes the current page a log in page.
newcust	Only for use on the checkout domain. When you add **newcust=T** to the URL this parameter displays the registration page with mandatory password fields.
redirect	Redirects to a URL after a process has completed. This parameter is observed by backend requests such as additemtocart.nl.

URL Parameters for Adding Items to the Cart

NetSuite supports two different URLs for adding items to the shopping cart:

- /app/site/backend/additemtocart.nl – Use this URL to create add to cart buttons for items in an external catalog site or in a website made of hosted HTML pages.
- /app/site/backend/intl/additemtocart.nl – Use this URL in a web store associated with a OneWorld account. Create add to cart buttons that set multiple parameters to be processed in one request, like subsidiary and currency, for example.

All the parameters listed in the tables below are used in either the POST or GET action that adds an item to the shopping cart.

For example, you can use the *multi* parameter to create a URL for distribution to customers in a promotional email. This URL will add multiple items to the shopping cart when a customer clicks the link to visit your web store.

For information about adding multiple items to the shopping cart, see Adding Multiple Items to the Shopping Cart.

/app/site/backend/additemtocart.nl

Use the parameters below to create add to cart buttons for items in an external catalog site or in a website made of hosted HTML pages.

URL Parameter	Notes
buyid	Passes the internal ID for the item which is added to the cart.
qty	Passes the quantity of the item to add to cart.
amount	Only functions with donation items. This parameter sets the price for the item added to the cart.
category	This parameter is required for tracking customer activity on your website. However, it is not required for successfully adding an item to the shopping cart.
multi<id,qty;...>	Adds multiple items to the cart in one request. This parameter does not support item options. For more information, see Adding Multiple Items to the Shopping Cart
redirect	Use the redirect parameter to take shoppers to a page on your website after they add an item to the cart. This parameter is used to determine the proper page to display after an item is added to the cart. **Note:** Only functions when the **After Shopper Adds an Item to the Cart** preference is set to **stay on the same page**. Set this preference at Setup > Site Builder > Set Up Web Site, on the Shopping subtab.
continue=<url>	Sets the URL for the Continue Shopping button in an External Catalog Web site. For more information, see Setting Up an External Catalog Site.
showcart	When you add **showcart=T** to the URL, this parameter displays the cart after items are added to the shopping cart.

/app/site/backend/intl/additemtocart.nl

You can use this URL with the same parameters as the additemtocart URL above, except that you can use */app/site/backend/intl/additemtocart.nl* to set parameters for subsidiary, currency, and language.

URL Parameters	Notes
selcurrency	Use the internal ID of the currency you want to set.
selsubsidiary	Use the internal ID of the subsidiary you want to set.
selshopperlanguage	Use this parameter to pass a locale key. For example: en_US, en_UK, or fr_FR.

URL Parameters	Notes
	Note: locale keys are not exposed in the NetSuite system. You may need to research which language code is appropriate.

Note: If your selected Out Of Stock Behavior option is **Disallow back orders but display out-of-stock message** or **Remove out-of-stock items from store**, you might still be able to add out of stock items to your cart using these URL parameters. However, when you try to place the order with such out of stock items in your shopping cart, an error message is displayed and you will not be able to place the order successfully.

Adding Multiple Items to the Shopping Cart

You can add more than one item to the shopping cart in one request. First set the value of the **buyid** attribute to **"multi."** Next, add the item IDs, and item quantities as values for the **multi** attribute.

Adding Multiple Items to the Cart with a URL

The sample URL below from account number 123456, adds one item (ID=51) with size and color options; and one of another item (ID=52) with different size and color options.

```
/app/site/backend/additemtocart.nl?c=123456&buyid=multi&multi=51,1,custcolsize|1||
custcolcolor|1;52,2,custcolsize|2||custcolcolor|2
```

You can use item ID and quantity, or item ID, quantity and options in a URL that adds multiple items to the shopping cart. Note the example of item options specified in the URL:

```
custcolsize|1||custcolcolor|1;
```

Note: The vertical bar (|) separates option ID (custcolsize) from option value (1). The double vertical bar (||) separates option ID/value pairs from one another.

Adding Multiple Items to the Cart Using HTML

When you operate an external catalog site, use HTML to add multiple items to the shopping cart. The sample code below adds one each of item IDs 206, 207, 205 and 208 to the shopping cart.

Sample code snippet for adding multiple items to the shopping cart:

```
<!-- START ITEM TEMPLATE -->
<td>
<!-- START MULTI ITEM ADD CODE -->
<table border="0" cellpadding="0" cellspacing="0" width="100%">
<form method='post' action='http://www.wolfeelctronics.com/app/site/backend/additemtocart.nl'>
<tr>
<td>
<p align="left"><input class='bgbutton' type="submit" value="Enter Store"></p>
<input type='hidden' name='c' value='123456'>
<input type=hidden name='qtyadd' id='qtyadd' value='1'>
<input type=hidden name='buyid' id='buyid' value='multi'>
```

```
<input type=hidden name='multi' id='multi' value='206,1;207,1;205,1;208,1'>
</td>
</tr>
</table>
</form>
<!-- END MULTI ITEM ADD CODE -->
</td>
<!-- END ITEM TEMPLATE -->
```

Note: The code sample above also functions with the NetSuite shopping domain. Replace the URL in the <form> tag. For example: `<form method='post' action='http://shopping.netsuite.com/app/site/backend/additemtocart.nl'>`

URL Parameters for Passing Marketing Information

The parameters listed below are useful for marketing your web store. You can provide discount codes for your customers, and track campaigns. You can also track partners who refer shoppers to your site.

For more information about constructing a URL, see Required Web Site URL Parameters.

URL Parameter	Notes
c	Identifies the NetSuite account (c.123456). Not required if you use a custom domain. **http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.13/.f**
n	Identifies the site when you use the Multiple Web Sites feature. Not required only if you use a custom domain. **http://shopping.netsuite.com/s.nl/c.123456/n.3/sc.13/.f**
leadsource	Passes campaign information to your web store. You can create a campaign that drives shoppers to your web store with the *leadsource* parameter in the URL. This way, you can capture the campaign ID on the lead record created when a shopper registers on your web store and track the success of the campaign. These are examples of campaign URLs entered in NetSuite: ■ http://shopping.netsuite.com/s.nl?c=123456&leadsource=great_sale ■ http://www.wolfeelctronics.com **?leadsource=great_sale**
promocode	Use any valid coupon code with this URL parameter. This parameter passes the discount item associated with a promotion code into the session and keeps it there until the shopper arrives on the last page of checkout. Use this parameter, to drive shoppers to your web store with a URL that provides them with a discount at checkout. The URLs below include the *promocode* parameter: ■ http://shopping.netsuite.com/s.nl?c=123456 **&promocode=discount** ■ http://www.wolfeelectronics.com **?promocode=discount**
partner	Passes the ID of the referring partner. If the partner field is exposed on your Sales Order form, this partner is saved on the transaction and on the customer record created from that transaction. Both URLs below track partner information: ■ http://shopping.netsuite.com/s.nl?c=123456 **&partner=slconsulting**

URL Parameter	Notes
	■ http://www.wolfeelectronics.com **?partner=slconsulting** You can also use the partner parameter with the Partner Code instead of the Name. It lets you keep the partner relationship transparent to the web store visitor.

URL Parameters for Setting Values in Your OneWorld Web Store

The table below displays the URL parameters you can use to set values in your OneWorld web store. These parameters are only used by backend processes, they are not exposed in the user interface. If you use hosted pages in your website, or if you have an external catalog site (WSDK), these parameters can be useful for customization.

Note that the URLs listed below require a value for the *c* parameter (your NetSuite account number) and the *n* parameter (the internal ID for the site if you use the Multiple Web Sites feature). If you use a custom domain, then omit the *c* and *n* parameters.

For more information about constructing a URL, see Required Web Site URL Parameters.

URL	URL Parameter	Notes
/app/site/backend/ setshoppercurrency.nl	selcurrency	Sets the currency for the shopper's session. Pass the ID of the currency.
/app/site/backend/ setshopperlanguagelocale.nl	setshopperlanguage	Sets the language displayed on the site for the current shopper's session. Use this parameter to pass language codes. For example: en_US, en_UK, or fr_FR. Note: the language codes are not exposed in the NetSuite system. You may need to research which language code is appropriate.
/app/site/backend/ setshoppersubsid.nl	selsubsidiary	Sets the subsidiary displayed in the website for the current shopper's session. The subsidiary must appear in the list of regions displayed on your web store in Setup> Setup Web Site.
/app/site/backend/intl/ setshopperregioninfo.nl	c n selsubsidiary selcurrency selshopperlanguage	This URL supports multiple parameters including the standard *c* and *n* parameters for account and site. Use this backend URL to send multiple requests to be processed at one time. ■ Selsubsidiary - Use the internal ID of the subsidiary you want to set. ■ Selcurrency - Use the internal ID of the currency you want to set. ■ Selshopperlanguage - Use this parameter to pass a locale key. For example: en_US, en_UK, or fr_FR. Note: locale keys are not exposed in the NetSuite system. You may need

URL	URL Parameter	Notes
		to research which language code is appropriate.

URL Parameters for Setting the Currency on your Website

To set the currency for prices displayed on a page of your web store, make sure you are using the Multiple Currencies feature, and that you have created a set of currency records in your account. The figure below shows a list of currency records.

For more information, see the help topic Setting Up Multiple Currencies.

Choose the parameter you want to work with, either *currencykey* or *currency*. Both parameters give the same results.

- Use *currencykey* in the URL, and then pass the internal ID of the currency record.
- Use *currency* in the URL, and then pass the value from the Symbol column of the currency list.

For example, both URLs below display prices in Euros:

- http://www.wolfeelectronics.com/Product-Catalog/Flat-ScreenTVs? **currencykey=4**
- http://www.wolfeelectronics.com/Product-Catalog/Flat-ScreenTVs? **currency=EUR**

Web Site Tags

Applies to: Site Builder

In addition to entering your own custom HTML for items, categories, tabs, and item/category and site theme templates you can also use various types of NetSuite tags to customize your website. Web site tags allow you to apply an advanced level of customization to your website.

You can use attribute tags in most description fields, but to work with other types of Web Site Tags, you must use the Advanced Site Customization feature. You should have experience working with HTML code to use Web Site Tags most effectively.

> **Important:** Web Site tags are not supported in SuiteCommerce Advanced websites.

Read the topics below for more information about each type of site tag:

- Use Attribute tags to show information extracted from item, category, tab, customer, and custom records on your website. For more information, see Creating Attribute Tags.
- Use the declareAttribute tag when you use an attribute tag in a field, and you use a site template to display that field on your website. For more information, see Declare Attribute Tags for Tags Within Tags.
- Define your own tags for use in customizing item/category templates and site themes. For more information, see Defining Custom Web Site Tags.
- Use NetSuite's server-side Include tag to reuse sections of HTML code from files you host in the NetSuite file cabinet. For more information, see Using the Server-Side Include Tag.
- View a list of NetSuite tags for use in the HTML pages you host in NetSuite, and in the site themes you create. For more information, see Tags for Use in HTML Pages and Site Templates.
- View a list of NetSuite tags for use in email templates for messages sent from your web store. For more information, see the help topic Tags Available for Web Store Email Templates.

Creating Attribute Tags

Use Attribute tags to display information from item, information item, category, and customer records in site themes, item/category templates, and hosted HTML pages.

For example, you might use Attribute tags to display an image in the store detailed description field of your NetSuite generated site, or to capture information retrieved from browser requests, or to display an item from your NetSuite account on a hosted HTML page.

Attribute tags are supported in HTML files hosted in your NetSuite file cabinet, item/category templates, site themes, and email messages generated from orders. To customize email messages go to Setup > Site Builder > Customize Text.

> **Important:** Web Site tags are not supported in SuiteCommerce Advanced websites.

Use the table below, in Using recordType in Attribute Tags, to find reference information for creating Attribute tags.

- For sample code, and links to other topics on creating Themes and Item/Category Templates, read Using Attribute Tags in Site Templates.
- For sample code you can use to display items from your NetSuite account on hosted HTML pages, read Using Web Site Tags in Hosted Files.
- To learn how to create Attribute tags for custom records and custom fields, read Creating Attribute Tags for Custom Records and Custom Fields.

- To learn how to create Attribute tags for standard NetSuite records, read Creating Attribute Tags for Standard Records.

Note that you can use Attribute tags in most description fields on standard NetSuite records, however, to use website themes, customize item/category templates, and use Attribute tags in hosted HTML pages, you must enable the Advanced Site Customization feature.

Using recordType in Attribute Tags

To create an Attribute tag, use the tag component for recordType and an attribute for the information you want to display from the record. For example:

```
<%=getCurrentAttribute('item','storedisplayname')%>
```

To learn more about the syntax for creating attribute tags read the following topics:

- Creating Attribute Tags for Custom Records and Custom Fields
- Creating Attribute Tags for Standard Records

The table below provides a guide to finding more information about which fields on NetSuite records are available for use in Attribute tags and how to construct them.

Record Type	Tag Component for recordType	Notes
Item	item	For more information, see Item Attributes.
Information Items	infoitem	Only Text and Image or Formatted Text records are available for use in Attribute tags. For more information see, Information Item Attributes.
Category	sitecategory	For more information, see Category Attributes
Color Theme	colortheme	Tags with the *colortheme* component return colors for the current color theme in #RRGGBB form. For more information, see Color Theme Attributes.
Customer	customer	For more information, see Customer Attributes.
Custom record	record ID	For more information see Creating Attribute Tags for Custom Records and Custom Fields.
Order Email Messages	salesorder	For more information, read the topic, Attribute Tags for use in Email Messages.
	site	Used for site-wide properties, such as capturing referrer information from visitors on your site. For more information, see Site Attributes
	request	Used for returning information about the session to include in any custom JavaScript. For more information, see Request Attributes.

Record Type	Tag Component for recordType	Notes
	checkout	Used in the Order Script Tracking HTML field at Setup > Site Builder > Set Up Web Site on the Analytics subtab. Checkout Attributes capture data related to the order amount, shipping, and tax.
Thank You page	confirmation	Used to capture data from orders placed on your website, and to send this data to third-party reporting tools. For more information, see Order Confirmation Attributes.

Using Attribute Tags in Site Templates

You can use Attribute tags for customizing HTML templates for use on your website. This lets you control the look and feel of your site. You decide where to display images and how to display information from NetSuite records on your website. Note that Web Site Tags are not supported in SuiteCommerce Advanced.

For more information about options for customizing your website with Attribute tags, see Customizing Site Themes and Item and Category Templates.

The code sample below is from an item/category template for the related items list.

```
<TABLE border=0 cellspacing=0 cellpadding=0 width="100%">
   <TR>
      <TD class="txt11-grey" valign="top"><b><%=getCurrentAttribute('item', 'relatedItemsDescri
ption')%></b></TD>
   </TR>
   <TR>
      <TD class="lnk13b-blackOff" valign="top"><a href="<%=getCurrentAttribute('item','storeurl
')%>" class='lnk13b-blackOff'; onMouseover="this.className='lnk13b-blackOn'; return true;" onMo
useout="this.className='lnk13b-blackOff'; return true;"><%=getCurrentAttribute('item','storedis
playname2')%></a></TD>
   </TR>
   <TR>
      <TD class="txt11-grey" valign="top"><STRONG><%=getCurrentAttribute('item','stockstatusmes
sagehtml')%></STRONG></TD>
   </TR>
   <TR>
      <TD class="txt11-grey" valign="top"><%=getCurrentAttribute('item','storedescription2')%><
/TD>
   </TR>
   <TR>
      <TD><IMG src="images/common/spacer.gif" width=1 height=5></TD>

   </TR>
   <TR><TD bgcolor="#CCCCCC"><IMG src="images/common/spacer.gif" width=1 height=1></TD>
   </TR>
   <TR><TD><IMG src="images/common/spacer.gif" width=1 height=5></TD></TR>
</TABLE>
```

Using Web Site Tags in Hosted Files

You can use NetSuite's Web Site Tags to build custom pages for your site that have a similar look and feel to other non-custom areas of your site. You can also display information from item and customer records in your NetSuite account on your website. Note that Web Site Tags are not supported in SuiteCommerce Advanced.

Use the following format to insert information from a record in your account:

```
<%=getAttribute('recordtype',id,'attribute')%>
```

For example, you can use the code sample below to display an item in your HTML website. Note that the internal ID for the item record must be referenced in the Attribute tag:

```
<h2><%=getAttribute('item',10,'itemid')%><%=getAttribute('item',10,'stockstatusmessagehtml')%><
/h2>
<br><br><%=getAttribute('item',10,'storedetaileddescription')%>
<br><br>
Only<%=getAttribute('item',10,'salespricehtml')%>
<br><br><br>
<table>
<td><%=getAttribute('item',10,'addtocarthtml')%></td>
<td><%=getAttribute('item',10,'storedisplayimagehtml')%></td>
</table>
```

The internal ID is found in the URL of the record page in your account. For more information, see the help topic How do I find a record's internal ID?

See Tags for Use in HTML Pages and Site Templates to view a chart including the record types attributes you can use.

Important: Web site tags are not substituted in hosted files greater than 2 MB in size.

Creating Attribute Tags for Custom Records and Custom Fields

You can display information from custom records and custom fields on your website by using attribute tags in item/category templates and in the HTML you write for your site themes in Site Builder.

Creating Attribute Tags for Custom Fields

Display information from custom fields on item and customer records by using the custom field ID as the attribute.

For example, to include information from an item custom field with ID custitem1, you can use the following attribute tag:

```
<%=getCurrentAttribute('item','custitem1')%>
```

You can find the ID for a field in the following places:

- **attribute** – Go to . Click the name of the record type. The attribute is listed on the Fields subtab, in the ID column.

- Custom fields on customer records – Go to .

Creating RecordAttribute Tags for Custom Records

Display information from custom fields on custom records using the custom record type ID, the ID for the custom record, and the custom field on the record as the attribute.

To display information from a custom record, use the following syntax for the tag:

```
<%=getRecordAttribute('recordTypeID',id,'attribute')%>
```

- **recordTypeID** – Open a custom record of the type you want to use. On the Custom record Type page, note the value for **Internal ID**. The number referenced here is the recordTypeID for all custom records of this type.
- **id** – Open the list of records for the custom record type you want to use. The ID for each unique record is listed in the **ID Column**.
- **attribute** – Go to . Click the name of the record type. The attribute is listed on the Fields subtab, in the ID column.

Creating Attribute Tags for Standard Records

Attribute tags are typically made up of two components — record type and attribute.

The attribute can be any information available on a NetSuite record or a field on a record that contains the information. For a list of record types and their corresponding tag components, see Using recordType in Attribute Tags.

Sample Attribute Tags

Attribute tags are commonly used for displaying the default value in a field on a certain record type, such as item records or customer records. You can also display a value in a field on a specific record, or specify the information for display. Use the information below to create attribute tags for your own website.

- Displaying the Default Value from a Field on a Record
- Displaying Information from a Specific Record
- Specifying Information for Display

Displaying the Default Value from a Field on a Record

You can use an attribute tag to display information from the current applicable record. This can be can be an item being viewed in the web store, or data from the customer record assigned to the same customer currently logged in. Note the following syntax:

```
<%=getCurrentAttribute('recordType','attribute','defaultValue')%>
```

- The following tag shows the store display name of the item being viewed in the site:

```
<%=getCurrentAttribute('item','storedisplayname')%>
```

- The following tag displays the name of the customer currently logged in:

```
<%=getCurrentAttribute('customer','entityID','Guest')%>
```

Note: Customers must be logged in to display personalized information. NetSuite recommends using default values for all customer tags.

Displaying Information from a Specific Record

Use an internal ID in the tag to refer to a specific record of any type that supports current attribute tags. In this way, you can display values from fields on specific records regardless of the page being viewed on the website. Note the following syntax:

```
<%=getAttribute('recordType',id,'attribute')%>
```

The internal ID is found in the URL of the record page in your account. For more information, see the help topic How do I find a record's internal ID?

For example, to display the value in the Store Display Name field on item ID 7, use this attribute tag:

```
<%=getAttribute('item',7,'storedisplayname')%>
```

Specifying Information for Display

You can use an additional parameter, nlignorefamily, in an Attribute tag to omit data from the record "family." The nlignorefamily flag ignores data from record types other than the record type specified in the tag. For example, when you are working with customer records, you can exclude data from other entity records that may be related, such as partner records.

In the following sample attribute tag, an empty string is returned if a particular customer record does not exist. When the nlignorefamily flag is not present, a partner email, or an email from some related entity record is rendered.

```
<%=getCurrentAttribute('customer','email', '', 'nlignorefamily')%>
```

Note that you can change the third parameter in the sample, from an empty string to any string you want to display when a customer record does not exist.

You can use the nlescapehtml parameter to specify that you want a response formatted for HTML. For example:

```
<%=getCurrentAttribute('request','querystring','','nlescapehtml')%>
```

Note: When using request attributes in you r attribute tags, also use nlescapehtml to avoid cross-site scripting vulnerabilities.

Records that Support Attribute Tags

Use the links below to see a complete list of attributes for each record type:

- Item Attributes
- Information Item Attributes
- Color Theme Attributes
- Category Attributes
- Customer Attributes
- Site Attributes
- Request Attributes

- Checkout Attributes
- Order Confirmation Attributes

Item Attributes

The following table includes the eligible fields for the item record type and the corresponding attribute to use in your tag. Attributes are not case-sensitive. For example, use the attribute tag below, to show a list of upsell items on your site.

```
<%=getCurrentAttribute('item','correlateditemshtml')%>
```

Field Name	Attribute	Notes
Available To Adv. Partners	availabletopartners	
Canonical URL	canonicalurl	
Class	class	
Correlated Items	correlateditemshtml	Returns the list of automated upsell items.
Department	department	
Detailed Description	storedetaileddescription	
Display in Site	isonline	
Display Name/Code	displayname	
Drop Ship Item	isdropshipitem	
Featured Description	featureddescription	
Featured Item	isfeatured	See also Information Item Attributes. **Note:** This attribute is different from the *Featured Item* attribute for information items.
Featured Item (Opt 2)	welcomedescription	If the Featured Description field is empty, this attribute returns the value in the Store Description field.
Handling Cost	handlingcost	
Inactive	isinactive	See also Information Item Attributes. **Note:** This attribute is different from the *Inactive* attribute for information items.
Internal ID	internalid	
Item/Category Display Image	storedisplayimagehtml	
Item/Category Display Image	storedisplayimage	Returns the URL only.
Item/Category Display Thumbnail	storedisplaythumbnailhtml storeDisplayThumbnailHtml-URL	Use **storeDisplayThumbnailHtml-URL** to access the URL of the image file.

Field Name	Attribute	Notes
Item/Category Display Thumbnail	storedisplaythumbnail	Returns the URL for use in an <img> tag.
Related Item Thumbnail Image	relateditemthumbnailhtml	Returns the image at the size you set for Related Item Thumbnails on Image Resizing page. Setup > Site Builder > Image Resizing.
Featured Item Thumbnail Image	featureditemthumbnailht ml	Returns the image at the size you set for Featured Item Thumbnails on Image Resizing page. Setup > Site Builder > Image Resizing.
Item Options	denselistitemoptionshtml	Returns HTML for the item options select list in a dense list format.
Item Name/Number	itemid	
Item Weight	weight	
Item Weight Unit	weightunit	Shows the unit of measure for item weight, such as lb, oz, kg, or g.
Lead Time	leadtime storeleadtime	Both attributes return the value for lead time from the Inventory subtab.
Location	location	
Manufacturer	manufacturer	
Maximum Variable Amount	maxdonationamount	
Minimum Quantity	minimumquantity	
Offer Support	offersupport	
On Special	onspecial	
Online Price	salespricehtml	
Online Price	salespricelisthtml	Returns HTML for how it appears on an item list page.
Online Price (For dense list layout)	denselistsalespricehtml	Returns HTML for how it appears on a dense list layout.
Price Level	pricelevel pricelevel1, pricelevel2, etc.	Use **pricelevel** to return the price for the customer who is logged in. For more information, see Displaying Price Levels and Sale Prices.
Quantity Available	quantityavailable	
Quantity On Hand	quantityonhand	
Related Items	relateditemshtml	Returns the items you add to the Related Items subtab of Item records. **Note:** For upsell items, see “Correlated Items” at the beginning of this table.
Related Items Description	relateditemsdescription	Returns contents in the Related Items Description field on the item record.

Field Name	Attribute	Notes
Related Item Name	relateditemsdescription2	Returns the contents in the Related Items Description field on the item record if present. If the field on the item record is blank, then this attribute defaults to the item's name.
Related items description	relateditemsdescription3	Returns the contents in the Related Items Description field on the item record if present. If the field on the item record is blank, then this attribute defaults to the value in the Related Items field on the Upsell subtab at Setup > Site Builder > Set Up Web Site.
Sale Unit	saleunit	
Sales Description	salesdescription	
Search Keywords	searchkeywords	
Shipping Cost	shippingcost	
Special Order Item	isspecialorderitem	
Specials Description	specialsdescription	
Stock Description	stockdescription	
Store Description	storedescription	
Store Display Name	storedisplayname	
Store Display Name	storedisplaynamehtml	Displays as a link to the item detail page or as a link shoppers can use to transfer data in the case of a download item hosted in the file cabinet.
Subsidiary	subsidiary	
Type	type	Defines the type of the item in use on the website. For example: an item for sale, or an information item.
Units Type	unitstype	
URL Component	urlcomponent	
Varialble Amount	isdonationitem	
Vendor Name/Code	vendorname	
Attributes for Elements not Available on the Item Record		
Add to Cart button with item name	addtocartitemid	Lists the item name on the Add to Cart button.
Add to Cart button	addtocarthtml	Returns HTML for the Add to Cart button. Use between <table> and </table> tags.
Quantity field	addtocartquantityhtml	Returns HTML for the quantity field as it appears with the Add to Cart button.
Add to Cart button (Item detail page)	addtocartdrilldownhtml	Returns HTML for the Add To Cart button as it appears on an item detail page.

Field Name	Attribute	Notes
Add to Cart button (Item list page)	addtocartlisthtml	Returns HTML for the Add To Cart button as it appears on an item list page.
Add to Cart button (Dense list layout)	denselistaddtocartbuttonhtml	Returns HTML for the Add To Cart button as it appears in dense lists.
Add to Cart quantity (Dense list layout)	denselistaddtocartquantityhtml	Returns HTML for the quantity field as it appears with the Add to Cart button on dense lists.
Add to Cart button with options	addtocartoptionshtml	
HTML to publish the entire page	storepagehtml	
Out of Stock message	stockstatusmessagehtml	See the note below.
“Tell A Friend” link	tellafriendlinkhtml	
Upsell related items together with item you add to the Related Items subtab on item records.	allrelateditemshtml	
URL Address of the item referenced	storeurl	

Note: To include the stock status message with an Add to Cart button, you must use the stock status message attribute in a tag that appears before the attribute tag for the add to cart button. For example:

```
<%=getCurrentAttribute('item','stockstatusmessagehtml')%><%=getCurrentAttribute('item',
'addtocartdrilldownhtml')
```

Information Item Attributes

The following table includes the eligible fields for the information item record type and the corresponding attribute to use in your tag. Attributes are not case-sensitive. For example, the Attribute tag below would show the value in the Store Detailed Description field on an information item record.

```
<%=getCurrentAttribute('infoitem','storedetaileddescription')%>
```

Field Name	Attribute	Notes
Detailed Description	storedetaileddescription	
Display in Site	isonline	
Featured Description	featureddescription	
Featured Item	bfeat	
Featured Item (Opt 2)	welcomedescription	If the Featured Description is empty, this attribute returns the value in the Store Description field.
Inactive	binactive	

Field Name	Attribute	Notes
Internal ID	internalid	
Item/Category Display Image	storedisplayimagehtml	
Item/Category Display Image (returns URL only)	storedisplayimage	
Item/Category Display Thumbnail	storedisplaythumbnailhtml storeDisplayThumbnailHtml-URL	Use **storeDisplayThumbnailHtml-URL** to access the URL of the image file.
Item/Category Display Thumbnail	storedisplaythumbnail	Returns only the URL for the thumbnail image.
Item Name/Number	itemid	Returns the value in the Name field on information items.
Search Keywords	searchkeywords	
Store Description	storedescription	
Subsidiary	subsidiary	
URL Component	urlcomponent	
Meta Tag HTML	metataghtml	
Page Title	pagetitle	
Store page	storepagehtml	Returns HTML to publish the entire page.

Color Theme Attributes

The following table includes the eligible fields for the color theme and the corresponding attribute to use in your tag. Attributes are not case-sensitive. For example:

```
<%=getCurrentAttribute('colortheme','color3')%>
```

Field Name	Attribute	Notes
Active Tab Color	color3	
Active Tab Text Color	color7	
Block Background Color	color1	
Button Color	color15	
Header Bar Color	color5	
Header Bar Text Color	color6	
Header Trim Color	color2	
Inactive Tab Color	color4	
Inactive Tab Text Color	color8	
Link Color	color10	
Page Background Color	color11	
Page Top Background Color	color12	

Field Name	Attribute	Notes
Portlet Label Text Color	color14	
Portlet Trim Color	color13	
Required Field Background Color	color16	
Text Color	color9	

Category Attributes

The following table includes the eligible fields for the category record type and the corresponding attribute to use in your tag. Attributes are not case-sensitive. For example, you could use the Attribute tag to expose the canonical URL for a particular category:

```
<%=getAttribute('sitecategory',7,'canonicalurl')%>
```

Field Name	Attribute	Notes
Canonical URL	canonicalurl	
Category Image	categorythumbnailhtml	Returns the image at the size you set for Category Thumbnails on the Image Resizing Page.
Detailed Description	storedetaileddescription	
Inactive	isinactive binactive (information item)	
Internal ID	internalid	
Item/Category Display Image	storedisplayimagehtml	
Item/Category Display Image (returns URL only)	storedisplayimage	
Item/Category Display Thumbnail	storedisplaythumbnailhtml storeDisplayThumbnailHtml-URL	Use **storeDisplayThumbnailHtml-URL** to access the URL of the image file.
Item/Category Display Thumbnail (returns URL only)"	storedisplaythumbnail	
Item Name/Number	itemid	Returns the value in the Category field on category records.
Search Keywords	searchkeywords	
URL Component	urlcomponent	
Description	description	
Description (Opt 2)	description2	If the Category Description is empty, this attribute returns the value for Category Name.
Meta Tag HTML	metataghtml	
Page Title	pagetitle	
Parent Category	parentcategory	

Field Name	Attribute	Notes
store page	storepagehtml	HTML to for the entire page

Customer Attributes

The following table includes the eligible fields for the customer record type and the corresponding attribute to use in your tag. Attributes are not case-sensitive. For example, you could use the Attribute tag below to display the customer price level on your site:

```
<%=getCurrentAttribute('customer','pricelevel')%>
```

Field Name	Attribute	Notes
Inactive	isinactive	
Internal ID	internalid	
Price Level	pricelevel pricelevel1, pricelevel2, etc.	Use **pricelevel** to return the price for the customer who is logged in. Use **pricelevel** followed by a numeric value, representing the price level ID, to return other price levels on the item record. Use the Price level List at Setup > Accounting > Accounting Lists to determine the correct ID.
Subsidiary	subsidiary	
Account	accountnumber	
Address	defaultaddress	
Alternate Name	altname	This attribute returns the Company Name for companies, for individuals, it returns the First and Last name. **Note:** You must have the proper setup for Auto Generated numbers to use the attribute tag for alternative name. Go to Set up > Company > Auto Generated number. On the Entities subtab, check the **Allow Override** box for Customer records.
Alt. Email	altemail	
Alt. Phone	altphone	
Balance	balance	
Campaign Category	campaigncategory	
Category	category	
Child Of	parent	
Comments	comments	
Company Name	companyname	
Credit Limit	creditlimit	
Currency	currency	

Field Name	Attribute	Notes
Customer ID	entityid	
Date Created	datecreated	
Days	daysoverdue	This attribute displays the days overdue on the balance.
Email	email	
Email Preference	emailpreference	
End Date	enddate	
Fax	Fax	
Give Access	giveaccess	
Home Phone	homephone	
Image	imagehtml	
Project Title	title	
Language	language	
Lead Source	leadsource	
Mobile Phone	mobilephone	
Mr./Ms.	salutation	
Name	firstname	This attribute returns the first name for individuals.
Other Relationships	otherrelationships	
Overdue (balance)	overduebalance	
Partner	partner	
Phone	phone	
Pref. CC Processor	prefccprocessor	
Reminder Days	reminderdays	
Resale Number	resalenumber	
Role	accessrole	
Sales Rep	salesrep	
Ship Complete	shipcomplete	
Shipping Item	shippingitem	
Start Date	startdate	
Status	entitystatus	
Taxable	taxable	
Tax Item	taxitem	
Tax Reg. Number	vatregnumber	
Terms	terms	
Territory	territory	
Unsubscribe	unsubscribe	

Field Name	Attribute	Notes
Address	url	

Site Attributes

You can create attribute tags for elements of the site that do not exist on NetSuite records, such as the URL for the home page. For example:

```
<%=getCurrentAttribute('site','homepageurl')%>
```

Site Properties	Attribute	Notes
Consent to accept website cookies	cookieconsenthtml	Displays a black banner at the top of your website with a link to read your website cookies policy.
Copyright	copyrighthtml	Displays the copyright message with © symbol, year, and store display name
Display name of the store	name	Returns the display name from the Site Setup page.
Home page URL	homepageurl	
HTML to publish the entire page	storepagehtml	
Logo alignment	logoalignment	Returns left, right or center alignment.
Logo image	logoimagehtml	
Logo image URL	logoimageurl	Returns the URL for use in an <img> tag.
Logo image link	logolinkurl	
Tab name currently being viewed	currenttablabel	
Welcome page image	welcomeimagehtml	
Welcome page image/flash URL	welcomeimageurl	Returns URL for use in an <img> tag.
Related items list title	relateditemsdescription	Returns the contents in the Related Items field on the Upsell subtab at Setup > Site Builder > Set Up Web Site.
Upsell items list title	upsellitemsdescription	Returns the contents in the Upsell field on the Upsell subtab at Setup > Site Builder > Set Up Web Site.

Request Attributes

You can create attribute tags for properties of your website that are not exposed on NetSuite records, such as elements from browser requests made by shoppers as they view your website. For example, you could use the Attribute tag below to capture cookies from visitors to your site:

```
<%=getCurrentAttribute('request','cookies')%>
```

Note: When using request attributes, also use nlescapehtml in your attribute tag to avoid cross-site scripting vulnerabilities. This additional parameter is most commonly used along with the querystring attribute. For more information see, Specifying Information for Display.

Site Properties	Attribute	Notes
Cookies associated with the current page	cookies	
IP Address for the session	ipaddress	
Referrer to the current page	referrer	
Scheme of current page (http or https)	scheme	Use this attribute to create secure links. For more information, see Creating Secure Links.
URL parameters of the current page	querystring	
User Agent HTTP header	useragent	Returns the visitor's browser type and version.

Creating Secure Links

When you display an image on your site that references an image on another site, you must use a fully qualified URL. If you use a URL that is not secure (one that starts with HTTP as opposed to HTTPS) on a store checkout page, then visitors on your site may see a popup warning indicating the page contains “nonsecure items.” To eliminate this popup warning, use an Attribute tag to construct a link returning HTTP or HTTPS as appropriate. For example:

```
<%=getCurrentAttribute(‘request’, ‘scheme’)%>://www.othersite.com/file.ext
```

You can use this tag in a website template and the resulting URL will always be a fully qualified URL appropriate for the page on which it displays, HTTP for shopping pages, and HTTPS for checkout pages:

```
http://www.othersite.com/file.ext
https://www.othersite.com/file.ext
```

Checkout Attributes

Use checkout attribute tags on the checkout tab at Lists > Web Site > Tabs. Click Edit next to the Checkout tab, and use the Web Site Tags listed below in the Place Order Message field. Here, you can capture data related to the order amount, shipping, and tax.

For example, you can use the tag below to capture the total amount of an order:

```
<%=getCurrentAttribute('checkout','total')%>
```

Field Name	Attribute	Notes
Order subtotal	subtotal	
Tax calculated for complete order	tax	
Order shipping amount	shipping	
Grand total for the order	total	

Order Confirmation Attributes

Use the attributes listed in the table below to capture data from orders placed on your website, and to send data from orders to third-party reporting tools. For more information and a code sample, see Working with Google Analytics.

Capture data related to the order amount, shipping, and tax by adding attribute tags to your tracking script HTML on the Analytics subtab at Setup > Web Site > Set Up Web Site.

For best practice, enter all analytics information in one place at Setup > Site Builder > Set Up Site on the Analytics subtab. Note that the confirmation attribute is only used on the Thank You page, displayed after a shopper on your site submits an order.

The sample attribute tag below captures data from the items on the order:

```
<%=getCurrentAttribute('confirmation','orderitems')%>
```

Order component	Attribute	Notes
Order subtotal	subtotal	
Tax calculated for complete order	tax	
Order shipping amount	shipping	
Grand total for the order	total	
order number	ordernumber	
Promotion code ID	promotioncoderef	Only supported on the order confirmation page.
Partner ID	partner	
Shipping method	shipmethodref	
Promotion code name	promocode	
Lead Source	leadsource	
	orderitems	Returns data for each item in the order, including item name, quantity, and price.
	shiptocity	Returns the city where the order was shipped.
	shiptostate	Returns the state (or province?) where the order was shipped.
	shiptocountry	Returns the country where the order was shipped.

Declare Attribute Tags for Tags Within Tags

You must use the declareAttribute tag when you use an attribute tag in a field, and you use a site template to display that field on your website. The declareAttribute tag is required by NetSuite's tag replacement engine to display embedded tags.

Behind the scenes, NetSuite's tag replacement engine scans each page twice to identify the attributes you use in your custom HTML, and then render all the attributes properly on your web pages. The first time it scans a page, the tag replacement engine identifies the attributes used in each tag on the page. At this time, embedded tags are passed over. On the second pass, it replaces all the tags on the page, including tags that are embedded. Use the declareAttribute tag to point to embedded tags.

Using declareAttribute Tags

You can use declareAttribute tags in item/category templates or Hosted web pages.

For example, you may create an item drilldown template that contains an attribute tag for the detailed description field on an item record:

```
<%=getCurrentAttribute('item','storedetaileddescription')%>
```

The HTML in the detailed description field may contain an attribute tag for the item name:

```
<%=getCurrentAttribute('item','storedisplayname')%>
```

To display all the information in the detailed description field from the item record, you must use the declareAttribute tag for the item name in front of the Attribute tag for the detailed description field. For example:

```
<%=declareCurrentAttribute('item','storedisplayname')%><%=getCurrentAttribute('item',
'storedetaileddescription')%>.
```

Use the appropriate declareAttribute tag listed below to ensure the embedded tag is rendered properly in your site. Note that the declareAttribute tag takes the same parameters as its corresponding Attribute tag.

Syntax:

- **declareAttribute**

  ```
     <%=declareAttribute('item',7,'storedisplayname')%><%=getAttribute('item','storedetaileddesc
  ription')%>.
  ```

- **declareCurrentAttribute**

  ```
     <%=declareCurrentAttribute('item','storedisplayname')%><%=getCurrentAttribute('item',
     'storedetaileddescription')%>.
  ```

- **declareRecordAttribute**

```
   <%=declareRecordAttribute('24',34,'custrecord80')%><%=getRecordAttribute('24',34,'custrecord
85')%>
```

Defining Custom Web Site Tags

You can create your own custom tags to use in item/category templates and site themes. Use custom tags to repeat lines of custom HTML that you created. You can also use custom tags to combine HTML with NetSuite item attribute tags to display some text or information from a NetSuite record on your website.

By using custom tags you do not have to enter a code snippet more than one time. It gives you one place to use custom HTML that will then apply everywhere in your site where the tag exists.

Tag Substitution

You can also use custom tags in Tag Substitution. Tag Substitution on Tabs and Categories enables you to change what your custom tag displays on certain pages of your website.

For example, a site manager wants to hide search and navigation portlets on some tabs but not others. This can be done with tag substitution. First create custom tags for each portlet by pasting HTML code (found in the site theme) for the portlets into custom tag records. Next, replace the HTML code in the theme for those portlets with custom tags. Finally, on each tab record that should be hidden, enter a tag substitution. For more information, see Using Tag Substitution on Tabs and Categories.

Creating Custom Tags

Create custom tags to display information on your site. You can use custom tags to repeat lines of custom HTML, to combine HTML with attribute tags to display information from a NetSuite record on your website, or with tag substitution.

When you create a custom tag, you can use it in the following places:

- Item records, in the store description field
- Category records, in the brief and detailed description fields
- Item/Category templates
- Site themes

> **Important:** Web Site tags are not supported in SuiteCommerce Advanced websites.

To create a custom tag:

1. Go to Site > Appearance > Tags > New.
2. In the **Tag** field, enter a name for your tag using all capital letters with no spaces.

   When you use this tag elsewhere in NetSuite, you will surround the tag with angle brackets. Do not enter the tag name with brackets here.
3. In the **Description** field, enter an internal description about the purpose of the tag.
4. In the **Default Value** field, enter what should appear when you do not define a substitution value on a tab or category record for this tag.

   Here, you can enter HTML, a combination of HTML and attribute tags, or a standard block of text.
5. Click **Save**.

> **Important:** Do not use custom tag names that have the same names as HTML elements. Also, do not create custom tag names starting with 'NL' as this naming may conflict with default NetSuite tags.

Using Tag Substitution on Tabs and Categories

Tag substitution lets you display unique content by replacing the value of a custom tag with a different value you enter directly on tab and category records.

For example, the site manager who wants to hide search and navigation portlets on some tabs but not others uses custom tags to replace the HTML code in the site theme for those portlets. On each tab record where he wants to hide a portlet, he enters a different value for the portlet in the Tag Substitution subtab.

> **Important:** Web Site tags are not supported in SuiteCommerce Advanced websites.

Using tag substitution is a three-part process:

1. Create a custom tag. For more information, see Creating Custom Tags.
2. Add the custom tag to your templates. For more information, see Adding Tags to Templates.
3. Substitute the value for the tag on each tab. For more information, see Substituting Values on Tabs and Categories.

Adding Tags to Templates

After you have created a custom tag, you can add the tag to a field in a site theme template.

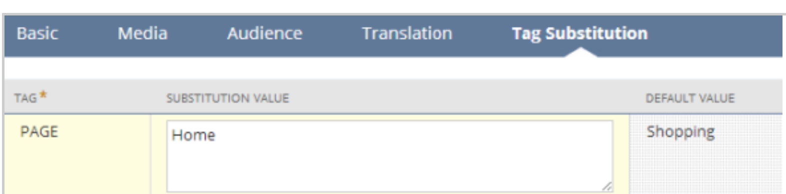
1. Go to Web Site > Appearance > Site Themes.
2. Click a subtab on the Web Site Theme page, and then add your custom tags in the appropriate fields.

   For example, to hide certain portlets on certain tabs in a NetSuite website, replace the HTML in the appropriate fields on the Sidebars subtab with custom tags.
3. Click **Save**.

Substituting Values on Tabs and Categories

Next, the site manager substitutes different values on each tab where he wants to hide a portlet. Note that the steps below can also apply to category records where you want to substitute a value for a custom tag.

1. Go to Lists > Web Site, and click either Tabs or Categories.
2. Click Edit next to the tab or category where you want to use your new tag.
3. In the Tag field, select a custom tag.



4. In the Substitution Value field, enter to display a blank space on your site. Alternatively, you can enter HTML, or a different tag to display different content.
5. Click **Add**.
6. Click **Save**.

You can preview your site to see how your tag is working at Setup > Site Builder > Preview Site.

Using the Server-Side Include Tag

You can use the server-side Include tag in your item/category templates and in the HTML pages hosted in your NetSuite file cabinet.

The server-side Include tag is useful for reusing a common piece of HTML code throughout your site, such as a page header, a page footer or a navigation menu. When it is time to update that piece of code, you do not need to update the code on each template and HTML file in your account. You only need to update the file referred to in the Include tag.

Note that using Include tags, instead of repeating blocks of HTML code, can make the pages of your website render more quickly. For more information, see Best Practices for Website Performance.

For example, several pages in your website share the same HTML for a related items list template that you customized for your site. Upload a text or HTML file that includes the code in the appropriate hosted file folder in your NetSuite file cabinet. Next, use the Server-Side Include tag in the item drilldown template to call HTML code in the hosted file. When you need to make changes to the HTML for your related items list, you can edit the hosted file.

Important: Web Site tags are not supported in SuiteCommerce Advanced websites.

To use the Server-Side Include tag:

1. Create a text or HTML file for the code you call in other site pages.
2. Upload this file to the appropriate folder in your NetSuite File Cabinet.
3. Now, you are ready to create your Server-Side Include tag. This is the syntax:

   ```
   <%=include('URL')%>
   ```

   Replace `URL` with the site-relative URL of your HTML or text file. This must be a quoted string. This field is case sensitive. For example:

   ```
   <%=include('/list.html')%>
   ```

4. Place this tag in the hosted pages of your site, or in an item/category template where you want the common piece of HTML code to appear.

Note: Currently, you cannot use Server-Side Include tags in site theme templates.

Tags for Use in HTML Pages and Site Templates

NetSuite's Web Site Tags allow you to display tab, category, and item information in HTML files you host from the file cabinet or the custom HTML you use in your Web Site Themes.

To use Web Site Tags, the Advanced Site Customization feature must be enabled in your NetSuite account. To host HTML files in the file cabinet, you must use the Host HTML Files feature. To enable these features, click the Web Presence subtab at Setup > Company > Enable Features.

Important: Web Site tags are not supported in SuiteCommerce Advanced websites.

You can use Web Site Tags to do the following:

- To edit or customize site themes

- To integrate a site that you host in NetSuite with a NetSuite shopping cart, checkout or other presentation tabs created in NetSuite

The table below displays each Web Site Tag, the site theme fields where it can be used, and notes describing what it does. Note that each tag is presented in two different formats. You can use tags in HTML files hosted in NetSuite or in site themes in either format displayed below.

Tag	Site Theme Field	What it Does
<NLTABID> <%=getTabID()%>	Active Tab Inactive Tab	Returns the unique internal ID for the current tab
<NLTABLABEL> <%=getTabLabel()%>	Active Tab Inactive Tab	Replaces the default label of a tab with the name you have chosen for the tab.
<NLTABLINKURL> <%=getTabLinkURL()%>	Active Tab Inactive Tab	Places a navigation URL to view a page under a tab. Use this tag within an href of an <a> tag.
<NLTABLINKATTRIBS> <%=getTabLinkAttribs()%>	Active Tab Inactive Tab	Gives rollover attributes to your tab. Use within an href of an <a> tag.
<NLADDTOCARTOPTIONS> <%=getAddToCartOptions()%>	Add To Cart Button	Lists item options that have been selected on the Add to Cart button.
<NLADDTOCARTITEMID> <%=getAddToCartItemID()%>	Add To Cart Button	Lists the item name on the Add to Cart button.
<NLADDTOCARTCLICKSCRIPT> <%=getAddToCartClickScript()%>	Add To Cart Button	Adds JavaScript to make your custom Add To Cart button add the item to the shopping cart. A mandatory tag if you are customizing the button.
<NLADDTOCARTQUANTITY> <%=getAddToCartQuantity()%>	Add To Cart Button	Shows the quantity of items that will be added on the Add To Cart button.
<NLADDTOCARTSUBMITSCRIPT> <%=getAddToCartSubmitScript()%>	Add To Cart Button	Adds JavaScript to check mandatory fields for adding the item, such as item options. Not for use with buttons on dense lists.
<NLCOMPANYID> <%=getCompanyId()%>	Any	Adds your company ID. Use this tag to generate company-relative URLs in accounts that copies are made from. Do not hard code the company ID.
<NLPROCESSONCE>	Any	Use this tag to surround HTML code in all areas of the site theme. When the page is displayed, only the first portion of HTML surrounded by the NLPROCESSONCE tag is shown. Subsequent blocks of HTML surrounded by the NLPROCESSONCE tag will not be displayed. For example, when you customize a site theme, you may see an image or a greeting message displayed twice. Use the NLPROCESSONCE to resolve the problem.
<%=getOnlineFormLinkHtml(*formid*)%>	Any	Renders the <href> to create a link from a hosted HTML page, or a tab, or category record to an online form. This tag preserves incoming URL parameters, such as lead source, partner, and promotion code. Using this tag ensures that analytics data is automatically transferred across domains. For

Tag	Site Theme Field	What it Does
		more information, see Web Analytics and Online Forms. Replace **formid** with the number found in the form's URL after "formid=." Use this syntax to create a link to an online form: **<%=getOnlineFormLinkHtml(7)%>**
<%=getOnlineFormLinkHtml(*formid, subsidiary ID*)%> <%=getOnlineFormLinkHtml(*formid*, ‘default')%>	Any	If you use a OneWorld account, use the tag that includes the **subsidiary ID**, to record a subsidiary on the form. For example, use this syntax to create a link to an online form: **<%=getOnlineFormLinkHtml(7, 99)%>** When a visitor to the site submits the online form, the subsidiary (with ID=99) is recorded on the form. Use **‘default'** in the tag to record the subsidiary ID of the account where you created the online form, for example, **<%=getOnlineFormLinkHtml(7,‘default')%>**
<%=getOnlineFormUrl(*formid*)%>	Any	Use within an <href> in a hosted HTML page on your website, to render a link to an online form. Use this tag instead of a hard-coded link to the online form, as this tag preserves incoming URL parameters you may want to pass on to the online form, such as lead source, partner, and promotion codes. Replace *formid* with the number found in the form's URL after "formid=." Use this syntax to render a link to an online form: **<a href=”<%=getOnlineFormUrl(7)%>”>**
<%=getOnlineFormUrl(*formid, subsidiary ID*)%> <%=getOnlineFormUrl(*formid*, ‘default')%>	Any	If you use a OneWorld account, use the tag that includes the **subsidiary ID**, to record a subsidiary on the form. For example, use this syntax to create a link to an online form: **<a href=”<%=getOnlineFormUrl(7,99)%>”>** When a visitor to the site submits the online form, the subsidiary (with ID=99) is recorded on the form. Use **‘default'** in the tag to record the subsidiary ID of the account where you created the online form, for example, **<a href= ”<%=getOnlineFormUrl(7,‘default')%>”>**
<NLITEMLIST> <%=getItemList()%>	Content Area	Returns the list of items or categories for the page. When you create a template for category list pages, you must include the <NLITEMLIST> tag

Tag	Site Theme Field	What it Does
		in the template HTML so that categories display properly on the page.
<NLCOLUMNCONTENTS> <%=getColumnContents()%>	Content Area Left-Side Navigation Right-Side Navigation	Adds lists of items according to the tab being viewed. This tag is *required* for your site to display content from your account.
<NLCURRENCYSELECTHTML> <%=getCurrencySelectHTML()%>	Currency Select Portlet	Returns the currency selector portlet.
<NLPORTLETTITLE> <%=getPortletTitle()%>	Default Portlet	Place this tag within HTML for a portlet template to add a title for the portlet. You must use this tag between <table> and </table> tags.
<NLPORTLETCONTENTS> <%=getPortletContents()%>	Default Portlet Cart Summary Portlet Currency Select Portlet Language Select Portlet Search Portlet Search Form Portlet Site Navigation Portlet	Place this tag within HTML for a portlet template to add the contents of the portlet. You must use this tag between <table> and </table> tags.
<NLCARTTOTAL> <%=getCartTotal()%>	Header Sidebar	Adds the monetary total for all items in the cart, including the currency symbol, for the current site visitor.
<NLCARTITEMCOUNT> <%=getCartItemCount()%>	Header Sidebar	Adds the number of items in the cart for the current site visitor.
<NLCARTSUMMARYHTML> <%=getCartSummaryHTML()%>	Header Sidebar	Adds the Cart Summary portlet for the current customer's shopping cart. This tag must be used between <tr> and </tr> tags.
<NLCARTDISCOUNTEDTOTAL> <%=getCartDiscountedTotal()%>	Cart Summary Portlet	Shows the discounted total before tax. The amount shown equals the item subtotal minus the applied discount. **Note:** This tag only calculates discounts related to promotion codes. Gift certificates are not included.
<NLCARTAPPLIEDDISCOUNT> <%=getCartAppliedDiscount()%>	Cart Summary Portlet	Shows the discount applied to the order. This tag only calculates discounts related to promotion codes. Gift certificates are not included. The discount amount displayed using this tag matches the discount amount displayed on the Review & Submit page.

Tag	Site Theme Field	What it Does
		Note: The tax amount displayed with this tag depends on whether the discount associated with the promotion code is marked Before Tax or After Tax.
<NLCARTAPPLIEDGC> <%=getCartAppliedGC()%>	Cart Summary Portlet	Shows the gift certificate applied to the order. This is the total amount of gift certificates applied.
<NLCARTSHIPPING> <%=getCartShipping()%>	Cart Summary Portlet	Shows the estimated shipping amount for the order. This tag shows the shipping cost. Handling is not included. **Note:** This tag includes tax on shipping items, only for Australian companies that collect tax on shipping.
<NLCARTSHIPPINGHANDLING> <%=getCartShippingHandling()% >	Cart Summary Portlet	Shows estimated shipping and handling. This tag shows the shipping and handling cost. This amount matches the amount displayed on the Review & Submit page. **Note:** This tag includes tax on shipping items, only for Australian companies that collect tax on shipping.
<NLCARTTAX> <%=getCartTax()%>	Cart Summary Portlet	Shows the estimated tax on the order. This tax amount matches the tax amount displayed on the Review & Submit page.
<NLCARTGRANDTOTAL> <%=getCartGrandTotal()%>	Cart Summary Portlet	Shows the grand total in the shopping cart. This total amount matches the total amount displayed on the Review & Submit page.
<NLLANGUAGESELECTHTML> <%=getLanguageSelectHTML()%>	Left-Side Navigation	Shows a field where visitors can select another language for viewing your site. You must have the Multi-Language feature enabled and set up to use this tag.
<NLPAGELINKS> <%=getPageLinks()%>	Logo and Tabs	Creates links for customers to register or log in. This tag must be used between <tr> and </tr> tags.
<NLUSERINFO> <%=getUserInfo()%>	Logo and Tabs	Places a greeting with the customer's name who is currently logged in, or places text and a link, “Returning customers click here to log in.” This tag must be used between <td> and </td> tags.
<NLUSERINFO2> <%=getUserInfo2()%>	Logo and Tabs	This tag returns Register and Log In links for site visitors who are not recognized and returns recognized visitors' first and last names in a Welcome message.
<NLPAGETOP> <%=getPageTop()%>	Logo and Tabs	Adds your logo, default tabs and default links to the top of the page.

Tag	Site Theme Field	What it Does
		This tag must be used within <table> and </ table> tags.
<NLPAGEHEAD> <%=getPageHead()%>	Logo and Tabs	Adds your custom HTML and META tags in the HEAD element of the HTML page. This replaces NetSuite header information. **Note:** Without this tag, the HEAD element of the HTML in your custom site will not be used.
<NLPAGEFULLHEAD> <%=getPageFullHead()%>	Logo and Tabs	Accesses your custom page head and META tag information in addition to NetSuite page head text, script file inclusions and stylesheets. Use this tag instead of <NLPAGEHEAD> if your site uses NetSuite forms, custom fields or portlets.
<NLWELCOMEIMAGEHTML> <%=getWelcomeImageHTML()%>	Logo and Tabs	Adds the image you have selected on the tab record for the Welcome tab.
<NLCRUMBTRAIL> <%=getCrumbTrail()%>	Logo and Tabs	Shows breadcrumbs in the top part of website pages. This tag can be added to your Logo and Tabs template. **Note:** To display all breadcrumbs on all pages, you may need to use or alter a style sheet to ensure the breadcrumb links are a different color from the site background.
<NLSITELOGOHTML> <%=getSiteLogoHTML()%>	Logo and Tabs	Returns the HTML for the site logo.
<NLCARTURL> <%=getCartUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to the Shopping Cart page when you use it with an href. This tag must be used instead of a hard-coded link to ensure security.
<NLCARTLINKHTML> <%=getCartLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for a link to the shopping cart. For example: `<NLCARTLINKHTML>Shopping Cart</a>`. **Note:** If you set analytics link attributes at Setup > Set Up Web Site, on the Setup subtab, the attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLCHECKOUTURL> <%=getCheckoutUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to the Checkout page when you use it with an href. This tag must be used instead of a hard-coded link to ensure security.
<NLCHECKOUTLINKHTML> <%=getCheckoutLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for a link to the Checkout page. For example: `<NLCHECKOUTLINKHTML>Checkout</a>`

Tag	Site Theme Field	What it Does
		Note: If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup tab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLCUSTOMERCENTERURL> <%=getCustomerCenterUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to the My Account tab when used within an href. This tag must be used instead of a hard-coded link to ensure security.
<NLCUSTOMERCENTERLINKHTML> <%=getCustomerCenterLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for a link to the My Account tab. For example: `<NLCUSTOMERCENTERLINKHTML> Customer Center</a>` **Note:** If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup subtab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLLOGINURL> <%=getLoginUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to the Login page for the web store when used within an href. This tag must be used instead of a hard-coded link to ensure security.
<NLLOGINLINKHTML> <%=getLoginLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for the login link. For example: `<NLLOGINLINKHTML>Log In</a>`. **Note:** If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup subtab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLLOGOUTURL> <%=getLogoutUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to log out the current customer and redirect them to your Home page when you place the tag within an href. This tag must be used instead of a hard-coded link to ensure security.
<NLLOGOUTLINKHTML> <%=getLogoutLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for the logout link. For example: `<NLLOGOUTLINKHTML>Sign Out</a>`.

Tag	Site Theme Field	What it Does
		Note: If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup subtab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLRELOGINURL> <%=getReloginURL()%>	Logo and Tabs Left-Side Navigation	Creates a link to log out the current customer and redirect them to the Login page when used within an href. This tag must be used instead of a hard-coded link to ensure security.
<NLRELOGINLINKHTML> <%=getReloginLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for the link to log out the current customer and redirect them to the Login page. For example: `<NLRELOGINLINKHTML>Sign Out</a>`. **Note:** If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup subtab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLREGISTRATIONURL> <%=getRegistrationUrl()%>	Logo and Tabs Left-Side Navigation	Creates a link to the Registration page where customers can enter their preferred login contact information. Place this tag within an href tag. This tag must be used instead of a hard-coded link to ensure security.
<NLREGISTRATIONLINKHTML> <%=getRegistrationLinkHtml()%>	Logo and Tabs Left-Side Navigation	Use this tag to create an HREF for a link to the Registration page where customers can enter their preferred login contact information. For example: `<NLREGISTRATIONLINKHTML>Register</a>` **Note:** If you entered analytics link attributes at Setup> Set Up Web Site, on the Setup subtab, those attributes are included when bridging from the shopping server to the checkout server on your web store.
<NLPAGETABS> <%=getPageTabs()%>	Logo and Tabs Left-Side Navigation	Adds HTML for the individual tabs. Use this tag in the Logo and Tabs field for horizontal navigation across the top of the page. Use this tag in the Left-Side Navigation field to display tabs vertically. Must be used between <table> and </table>
<NLSIDEBARWIDTH> <%=getSidebarWidth()%>	Logo and Tabs Left-Side Navigation	Places a sidebar navigation section in the default width. Use within the width=param or a <td> or <table> to obtain the correct width.

Tag	Site Theme Field	What it Does
	Right-Side Navigation Footer	
<NLGLOBALSEARCHHTML> <%=getGlobalSearchHTML()%>	Logo and Tabs Left-Side Navigation Right-Side Navigation Footer Content Area	Includes the standard Search portlet in your website, including hosted pages. This tag returns a <td> of the search form HTML. The search form may be used one time on any page.
<NLGLOBALSEARCHFORMHTML> <%=getGlobalSearchFormHTML()%>	Content Area Template Search Portlet Search Form Portlet	When you add this tag to a Web Site theme, it displays the search form on all store pages. On order forms in the customer center, and list pages, such as the sales order list on the My Accounts tab or Customer Center, this tag displays a link to the published search form. **Note:** When a shopper on your site runs the search on any of the following tabs: My Account, Shopping Cart, or Checkout, the search results are displayed on your Home page tab.
<NLSITENAVIGATIONHTML> <%=getSiteNavigationHtml()%>	Site Navigation Portlet	Returns the navigation portlet.

Tags for Information Unavailable on Records

You can add attributes that do not exist on records, such as an Add to Cart button or an Out Of Stock message. Note that Web Site tags are not supported in SuiteCommerce Advanced websites.

> **Note:** To include the stock status message with an Add to Cart button, you must use the stock status message attribute in a tag that appears before the attribute tag for the add to cart button.

For example:

```
<%=getCurrentAttribute('item','stockstatusmessagehtml')%><%=getCurrentAttribute('item','addtoca
rtdrilldownhtml')%>
```

Additional Features	Item	Info Item	Category	Site	Request	Attribute
Cookies associated with the current page					X	cookies
IP Address for the session					X	ipaddress
Referrer to the current page					X	referrer
Scheme of current page(http or					X	scheme

Additional Features	Item	Info Item	Category	Site	Request	Attribute
https) - used to create secure links						
URL parameters of the current page					X	querystring
User Agent HTTP header - visitor's browser type & version					X	useragent
HTML to publish the entire page	X	X	X	X		storepagehtml
Copyright message with © symbol, year, and store display name				X		copyrighthtml
Display name of the store				X		name
Home page URL				X		homepageurl
Logo alignment - returns left, right or center				X		logoalignment
Logo image <img> tag or				X		logoimagehtml
Logo image URL				X		logoimageurl
Tab name currently being				X		currenttablabel
Welcome page image<img> tag or HTML				X		welcomeimagehtml
Welcome page image/flash URL				X		welcomeimageurl
Add to Cart button	X					addtocarthtml Use between <table> and </table> tags.
Add to Cart button (HTML for how it appears on an item drilldown	X					addtocartdrilldownhtml
Add to Cart button (HTML for how it appears on an item list page)	X					addtocartlisthtml
Add to Cart button (HTML for how it appears in dense lists)	X					denselistaddtoccartbutto nh
Add to Cart button with options	X					addtocartoptionshtml
Add to Cart quantity (HTML for how quantity field for add to cart appears on dense lists)	X					denselistaddtocartquant ityh

Additional Features	Item	Info Item	Category	Site	Request	Attribute
"Out of Stock" message if the quantity on hand is at or below 0	X					stockstatusmessagehtml
“Tell A Friend” link	X					tellafriendlinkhtml
Upsell related items together with item you add to the Related Items subtab on item records.	X					allrelateditemshtml
URL Address of the item referenced	X					storeurl

Website Search with Site Builder

Applies to: Site Builder

An important aspect of creating an effective website is making sure that shoppers find the products they are looking for. NetSuite Site Builder provides a set of tools that make it easy to display relevant search results on your website:

- Learn how to leverage the global search on your web store by reading Helping Customers Find Items on Your Site.
- Learn about Setting Up Alternate Search Keywords to use when a shopper misspells the name of a product while searching on your site.
- Read Publishing Saved Search Results on Your Website for instructions on creating and posting your own searches.
- Learn how to better merchandise items on your website by Applying Layout Templates to Search Results.
- Allow customers to select their own search criteria by publishing Search Forms on your website.
- Use NetSuite's Sitemap Generator to create an HTML site map for display on your site. For more information, see Displaying an HTML Site Map on Your Website

Helping Customers Find Items on Your Site

Typically, when shoppers visit your site, they use a global search field to find items on your website. The global search field typically appears at the top of each web page.

Only items that are published to categories marked to display in your website display in global search results. Note that if you publish a category to a specific customer audience, a shopper must log in with a role that matches the audience to see items in that category.

For information on preferences you can set for website search, see Web Site Search Preferences.

Global Search Results Display

When a visitor to your site runs a search, the results are presented in order of relevance. NetSuite determines relevance by matching the keywords in the visitor's search with the number of times those keywords appear on your site, and the fields in which those keywords appear.

NetSuite matches keywords using the following algorithm for ranking:

1. Item names or keywords defined in these fields on item records display at the top of the list:
   - Item Name/Number
   - Web Store Display Name
   - Search Keywords
2. Keywords in the **Web Store Description** field display next.
3. Keywords in the **Detailed Description** field display last.

You can choose to display keyword matches in site category names at the top of the search results list. Go to Setup > Set Up Web Site. On the Search subtab, check the **Include Categories** box.

Setting Up Alternate Search Keywords

Set up alternate keywords that customers might use to search for items or categories in your website. This enables customers to find and purchase the item they are looking for, even if they misspell the item name or use a synonym for the item name.

To set alternate search keywords:

1. To set keywords for items, go to Web Site > Publishing > ItemsLists > Site Builder > Items. To enter keywords for categories, go to Web Site > Publishing > CategoriesLists > Site Builder > Categories.
2. On each item or category record, in the **Search Keywords** field, enter alternate keywords, such as misspellings, synonyms or acronyms. You can enter several keywords separated by a comma.
3. Click **Save**.

Now, when customers search using a keyword you have entered on an item record, that item will be returned as though the customer entered the item name.

Publishing Saved Search Results on Your Website

Create a saved search for items that might appeal to certain interests, and then publish the saved search on your web store. When shoppers click a link, they can see the search results on your site.

For example, the Wolfe Electronics website has a saved search for cordless phones. This search updated on a regular basis, so the list is up to date.

To create a saved search for use with a Published Saved Search:

1. Go to Lists > Search > Saved Searches.
2. Click **New**.
3. Click **Item**.
4. Enter a name for this search in the **Search Title** field. This title is not seen by your customers.
5. Check the **Public** box to make the search available to use on a Search Form.
6. On the **Criteria** subtab, select criteria to filter the records displayed in the search results.

   For example, if this search is for items available on your website, choose the filter, Display in Web Site, then select Yes. Only items that are marked to display online are included in the search results.

   > **Important:** Use these criteria to restrict search results, such as transaction records, from displaying on your website to all customers.

7. On the **Results** subtab, select the columns you want to show in the search results. For example, use: Name, Description, and Online Price.

   > **Note:** In the **Custom Label** column, you can change the names of the columns in the search results.

8. Click **Add**.
9. Click **Save**.

Next, publish this saved search to your web store. Customers will be able to view an up-to-date list of items. Note that only search forms allow customers to change the criteria of a search. For more information, see Search Forms.

To publish the search results:

1. Go to Web Site > Publishing > Publish Saved Search > NewLists > Site Builder > Publish Saved Search > New.
2. Enter a title for the link shoppers click to view your search results.
3. In the **Search** field, select the name of the search you created.
4. In the **Subcategory of** field, choose the page in your site where you want to display the link to your search results.
5. In the Item List Layout field, you can select a layout created at Web Site > Appearance > Layouts. Choose an option in the list to customize the look of your search results.
6. Check the **Display in Web Site** box.
7. On the **Basic** and **Media** subtabs, enter descriptions and choose images to appear next to the link for this **Published Saved Search**.
8. On the **Audience** subtab, you have the option of displaying search results only to registered customers who log in instead of all site visitors.

   To publish only to specific customers or to registered customers who log in, first clear the Display in Web Site box. Then, on the Audience subtab, choose from the following:

   - To display these results to all registered customers when they log in, check **Select All** next to Customers.
   - To publish to specific customers, select customer names in the **Customers** field.
   - To publish to a group of customers, select the group name in the **Groups** field.

     To create groups of customers using search criteria, go to Contacts > Contacts > Groups > New. Select Dynamic or Static based on the type of group you want to create.
9. Click **Save**.

Shoppers in your web store can now click the link to your published saved search and see the list of search results.

You can also apply a layout template to the published saved search. This lets you better merchandise your items by presenting them in a list that has a look and feel consistent with the rest of your website. For more information, see Applying Layout Templates to Search Results.

> **Note:** Published saved search results are updated every four hours at the database level, adding or removing content, to meet the criteria for the search. As a result, changes in the saved search results may not display immediately on the web store.

By default, all items marked Display in Web Site can be returned in web search results, even if they are not assigned to a tab or category in the website. To only have items assigned to tabs or categories appear in search results, go to Setup > Site Builder > Set Up Web Site. Clear the Show Items Not in Categories in Search Results box.

> **Warning:** CSV Import of Published Saved Searches is not supported.

Applying Layout Templates to Search Results

You can apply one of NetSuite's basic templates to lists displayed in search result lists. If you use the Advanced Site Customization feature, you can edit the basic templates or create your own.

> **Note:** A layout template will only be applied to items displayed in search results. A layout template is not applied to searches that display entities or transactions.

To apply a layout template to results from a search form:

1. Go to Setup> Web Site> > Setup Web Site.

   If you use the Multiple Web Sites feature, click **Edit** next to the site you want to apply the template to.
2. Click the **Legacy** subtab, and clear the **Legacy Dense List Layout** box. If your NetSuite Account was created later than 2007, apply the layout from the published saved search record.

   > **Note:** This subtab is only available on accounts provisioned before May 2007.
3. Click the **Search** subtab.
4. In the **Search Form** section, choose a layout in the **Item List Layout** field.
5. Click **Save**.

To apply a layout template to results from a published saved search:

1. Go to Lists > Web Site > Published Saved Searches.
2. Click **Edit** next to a published saved search.
3. In the **Item List Layout** field, choose an Item layout.
4. Click **Save**.

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Creating and Publishing an Employee Directory for a Website

An Employee Directory lets you create company organizational charts by name, department or supervisor. Then, you can publish these lists to an intranet website.

When people view Employee Lists, they see employee phone numbers, email addresses, supervisors, and departments.

To create an Employee Directory:

1. Click the **Lists** tab.
2. On the Lists tab, under the Web Site heading, click **New** next to **Employee Directories**.
3. In the **Category** field, enter a name for this employee directory.

   The name you enter here is the name of the link to this directory in your website or intranet site.
4. If the **Multiple Web Sites** feature has been enabled, in the **Site** field, choose the website where you want this employee directory to be available.
5. In the **Subcategory of** field, choose the tab or category you want to publish this directory to your website or intranet site.

   Tabs are top-level categories. Categories are subcategories of tabs. For example, if you choose Information here, this employee list would appear on the **Information** tab to the people to whom it was published.

6. In the **Organized By** field, choose whether to display this employee directory sorted by **Department**, **Name**, or **Supervisor**.
7. Check the **Display in Web Site** box to indicate you want this directory link included in the website.
8. You can check the Inactive box to maintain this directory's information in the system but not publish it to the website.
9. On the **Basic** subtab, you can enter the brief and detailed descriptions you want to appear with this employee directory.
10. On the **Media** subtab, you can choose a thumbnail and image for this employee directory.
11. On the **Audience** subtab, select the users that should have access to the employee directory.

    In the fields provided, choose an audience for your search results. You can select options from any or all of the following audience types.

    For each of the audience types, you can select multiple options by holding down **CTRL** while making your selections.

    - **Roles**: Select one or more roles.

      To make the search available to all users in your account, check the **Select All** box.
    - **Departments**: Select one or more departments.
    - **Subsidiaries** (If Available): Select one or more subsidiaries.
    - **Groups**: Select one or more groups.
    - **Employees**: Select one or more employees.

      To make the search available to all employees, check the **Select All** box.
    - **Partners**: Select one or more partners.

      To share with all partners, check the **Select All** box.
12. If the **Advanced Site Customization** feature has been enabled, on the **Tag Substitution** subtab you can create custom tags to define information for the website tab that includes your employee directory and define tag substitution values to display unique content on each page. For information, see Creating Custom Tags and Substituting Values on Tabs and Categories.
13. If the **Multi-Language** feature has been enabled, on the **Translation** subtab you can enter translations for employee directory category name, descriptions, and page title.

    Select a language in the **Language** column, enter translations as desired, and click **Add**.

    - You can enter translations for only the languages selected on the **Languages** subtab at Setup > Company > Preferences > General Preferences.
    - NetSuite supports full UTF-8 character encoding so you can enter any character supported by the UTF-8 standard.
    - You also can enter employee directory translations as part of the **Bulk Update Translation** task at Setup > Import/Export > Export Tasks > Bulk Update Translation.
14. When you have completed entering employee directory definitions, click Save.

After you have saved the employee directory, its link should be available where it has been published.

Site Builder Search Engine Optimization (SEO)

Applies to: Site Builder

Use SEO tools in NetSuite to improve your website's ranking in search engine listings. Read the following topics for more information:

- Adding Page Titles in Site Builder.
- Adding META Tags in Site Builder
- Adding Alt Text to Website Images in Site Builder
- Using Canonical URLs in NetSuite Websites
- Descriptive URLs in Site Builder
- Setting Up Website Product Feeds
- Keyword Marketing With Search Engines
- Using the Sitemap Generator in Site Builder

NetSuite Reports to Help You Gauge Your SEO Success

Note that in some cases, NetSuite uses algorithms for tracking data that are different from Google Analytics. Read the description for each report for help interpreting the NetSuite data:

- Referrer Summary Report
- Referrer Detail Report
- Page Hits Detail Report
- New Visitor Report
- Keywords Summary Report

Adding Page Titles in Site Builder

You can enter titles for the pages in your website. When you enter a page title, the title appears in the upper-left corner of the browser window. Entering page titles for tabs, categories, and items can help improve ranking with search engines.

To enter a page title:

1. Go to Web Site > Publishing > ItemsLists > Site Builder> Items.
2. Click **Edit** next to the item you want to enter a page title for.
3. Click the **Store** subtab.
4. In the **Page Title** field, enter the page title for this item.
5. Click **Save**.

When customers view this item in your web store, the text you entered in the Page Title field appears in the browser title bar.

Adding META Tags in Site Builder

Use META tags within the head element in your hosted HTML documents, or enter them on NetSuite item records, tabs, and categories to help search engines categorize your website. META tags can specify page description, keywords, or you can use a META tag to indicate how long a page can be cached in the browser.

When using the META Tag HTML field on items, tabs and categories in NetSuite, omit the <head> tag. Your META tags are automatically added to the head element of NetSuite-generated website pages.

Note the sample META tags below:

```
<META name="description" content="Bargain electronics">
<META name="keywords" content="Computers,Printers,Phones">
<META http-equiv="expires" content="Tues, 21 June 20011 14:25:27 GMT">
```

To add META tags to a tab, category, or item record:

1. If you are using a Store Manager role, go to Web Site > Publishing. Choose Tabs, Categories, or Items to see a list of records.

   If you are using an Administrator role, go to Lists > Web Site, and then select Tabs, Categories, or items.
2. Click **Edit** next to a record to enter META tags.
3. In the **META Tag HTML** field, enter META tags for this record.
   - On tab records the field is at the top of the page.
   - On category records the field is on the Basic subtab.
   - On item records, the field is on the Web Store subtab.
4. Click **Save**.

Adding Alt Text to Website Images in Site Builder

Alt text can help improve search engine ranking, and it is used to interpret pictures for people who are visually impaired.

To enter alt text for images:

1. Go to Web Site > Files > ImagesLists > Site Builder> Images.
2. Click **Edit** next to an image.
3. Enter text in the **Alt Image Tag** field.
4. Click **Save**.

Alt text appears when site visitors mouse-over images on your site and it should be as concise and descriptive as possible. Best practice is to use multiple keywords separated by commas. The Alt Image Text field accepts hyphenated terms and double quotes. For example, you can enter: **flat-screen, “home theater”, HD**.

Using Canonical URLs in NetSuite Websites

NetSuite builds a canonical, or normalized, URL based on the preferred category you select for each item published online.

A canonical URL is useful in SEO because it creates a single preferred path to each item on your website, which eliminates the perception of duplicate content. Although an item may display in multiple categories or tabs, NetSuite uses the canonical URL to point to item pages in product feeds and site maps.

If you do not select a preferred category on the item record, NetSuite will determine the preferred category based on the most prominent category or tab on your site where the item is published.

To select a preferred category on an item record, check the box in the Preferred Category column on the Store subtab.

Canonical URLs and Custom Item/Category Templates

The canonical URL tag exists in the <head> element of NetSuite's basic **item drilldown** and **category list** templates.

Note that you may need to add a canonical URL tag if you have already customized NetSuite's basic site templates.

To add a canonical URL to a customized Item/Category Template:

1. Go to Setup > Site Builder > Item/Category Templates.
2. Click **Edit** next to the template you want to modify.
3. In the **Addition to <head>** field, enter the following:
   - For item drilldown templates:

     <link rel='canonical' href='<%=getCurrentAttribute('item','canonicalurl')%>'/>
   - For category list templates:

     <link rel='canonical' href='<%=getCurrentAttribute('sitecategory','canonicalurl')%>'/>
4. Click **Save**.

Descriptive URLs in Site Builder

With descriptive URLs, shoppers understand the content on each page of your site, from reading the web address. In NetSuite, you can create descriptive URLs that point to each tab, category, item, and image file published on your web store.

By default, NetSuite uses the item record ID in the URL to point to an item detail page. For example, the URL below points to a web store page that displays a flat screen TV:

```
http://www.mysite.com/it.A/id.151/.f
```

The descriptive URL provides shoppers with more information about the page, and you have the option to include the parent category in a descriptive URL. For example:

```
http://www.mysite.com/Home-Entertainment/TVs/Flat-Screen-TV
```

In Site Builder, you can construct your own descriptive URLs by entering keywords in the URL Component field on tab, category, item records, and image files. Alternatively, you can run the Bulk Set URL Components task to automatically update descriptive URLs on your website.

To use descriptive URLs in NetSuite, first, set up a domain at Setup > Site Builder > Set Up Domains. Next, turn on the Advanced Site Customization feature, and the Descriptive URLs feature at Setup > Company > Enable Features, on the Web Presence subtab.

Descriptive Image URLs

You can use the Bulk Set URL Components page to update all image file records in the file cabinet. Here, you can also select a source for generating URL components for images published on your website, such as the image caption, or Alt Image tag. Alternatively, you can enter the URL Component directly on the image file record. Overwriting an image by uploading a new image file does not affect the value in the URL Component field.

Setting Up Descriptive URLs

To set up descriptive URLs in Site Builder, you must have set up a custom domain at Setup > Site Builder > Set Up Domains. Also, the Advanced Site Customization feature and the Descriptive URLs feature must be enabled.

You can enter keywords in the URL Components field on the following record types in NetSuite: tabs, categories, items, and images. The Bulk Set URL Components task derives URL components from the record name on tabs and categories, and from the Web Store Display name on item records. Note that the task only sets a value in the URL Component field when that field is blank. It does not overwrite a value that you set in the URL Component field.

To set up Descriptive URLs:

1. Enable the Descriptive URLs feature at Setup > Company > Enable Features > Web Presence.

   > **Note:** You must also turn on the Advanced Site Customization feature, and use a custom domain. For more information, see the help topic Point Domain Names at NetSuite.

2. Go to Setup > Site Builder > Set Up Web Site.

   If you use the Multiple Web Sites feature, click edit next to a website.

3. Set your preferences in the Descriptive URLs section. The preferences you set here are applied automatically. You are not required to run the Bulk Set URL Components task after changing your preferences.

   a. In the **Format** field, choose from the following options for items in your web store:
      - /tab-name/category-name/item-name
      - /item-name

   b. Check the **Use File Extension** box to optimize descriptive URLs on item and category pages. This preference does the following:
      - Includes the file name extension on URLs that point to item pages, and information item pages.
      - Includes a trailing slash on URLs that point to tabs and categories. For example, http://www.store.com/Home-Entertainment/TVs/.

> **Note:** The file name extension is always included in the descriptive URL pointing to images stored in the Images folder of the file cabinet, whether this box is checked or cleared.

c. To handle unrecognized URLs, select one of the options under **Action for Unrecognized URLs**:
   - **Page Not Found** – Returns a Page Not Found (404) error for unrecognized URLs.
   - **Moved Permanently** – Redirects to the last valid descriptive URL for the item with 301 Moved Permanently status code.
   - **Return Search Results** – Redirects to a search results page on your site, based on keywords found in the URL.

d. Click **Save**.

4. Go to Setup > Site Builder > Setup Tasks > Set Up Web Site.
   a. In the Action section, choose to set or clear URL components.

   > **Note:** Clearing URL components could have a negative impact on search engine ranking. For more information, see Best Practice for Using Descriptive URLs.

   b. In the **Apply To** section:
      - Check the **Item and Category** box to set URL components on tab, category, and item pages.
      - Check the **Web Site Images** box to set URL components on files in the Images folder of the file cabinet.

   c. In the Images Options section, select a source for generating URL components for images. :
      - **Image Caption** – Derives the URL component from the Caption field on image files.
      - **Alt Image Tag** – Derives the URL component from the Alt Image Tag field on the image file.
      - **Item/Category Name** – Derives the URL component from the name of the item or category record to which the image is attached. For images associated with both a category and an item, the category name is used.

        For example, if the item is named “My Item” the image attached would be named “My-Item-image.” The thumbnail would be named “My-Item-thumb.” A file extension is added based on the preference you set in Step 4b.

        > **Note:** On image files attached to item records the URL components are sourced from the Store Display Name field under the Store sub tab of the item.

      - **Best Available** – Derives the URL component for images based on the criteria listed below:
        1. The store display name of the item associated with the image.
        2. The value in the Alt Image Tag field on the image file.
        3. The value in the Caption field on the image file.

5. Click **Submit**.

After you run the Bulk Set URL Components task, a descriptive URL points to each page of your website. The same URL component is used for a particular item in every location within the site. Parameters are added to the descriptive URL to provide site location context as needed.

Best Practice for Using Descriptive URLs

The following list describes best practice for using Descriptive URLs in Site Builder:

- When naming categories and tabs published on your website, use keywords that describe what can be found on the page. For example, if you sell movies, instead of naming a tab “Catalog,” name it “Shop For Movies,” or “DVD Movies.” Alternatively, you can enter those keywords in the URL Component field.
- When naming images published on your website, consider search engine optimization (SEO). The name should describe the image or the item that the image is associated with.
- To manually edit the URL Component field on a set of item records, you can customize the item list view to display the field, and then click Edit on the list page to enable inline editing.
- Use the option to clear URL components only when first setting up a site, or if you need to regenerate URL components with updated item information. To continue using descriptive URLs, be sure to run the Bulk Set URL Components task again. After a site is up and running, do not clear URL components, as visitors' bookmarks may result in broken links.
- Note the following when turning off the Descriptive URLs feature or clearing URL components:
  - If you turn off the feature, URLs are generated using the default NetSuite format (using internal record IDs). After you turn the feature off, visitors to your site using descriptive URLs may receive a 404 page-not-found error.
  - If you choose to clear URL components permanently, select one of the options under the preference, **Action for Unrecognized URLs**.

Keyword Marketing With Search Engines

When you use the Marketing Automation feature in addition to the Advanced Web Reports feature, you can use keyword campaigns to track the effectiveness of paid keywords, including Google Adwords and Yahoo! Sponsored Search.

To use keyword campaigns for tracking paid keywords:

1. Create or import keyword campaigns in NetSuite for each keyword you plan to purchase.

   For more information, see Chapter 6 of the Marketing guide.

2. Provide a URL with the proper lead source parameters when you register each keyword with the keyword service, such as Google or Yahoo!.

   The destination URL should be formatted as follows to ensure that the correct keyword campaign is associated with the customer record:

   http://yourlandingpage.com?leadsource=yourcampaignID

   You can copy the URL in this format from the campaign record, or you can create the URL using the campaign ID entered on the campaign record.

   > **Note:** When you enter a keyword campaign record in NetSuite, you must only enter the URL for the landing page. When you save the record, the lead source parameter and campaign ID are automatically added to the URL.

3. Analyze your keyword data using the following Marketing reports:
   - Sales by Paid Keyword Summary and Detail

- Leads by Paid Keyword Summary and Detail

When a lead clicks the link to your site, the lead source is saved in the cookie received from your website and used in reporting data. This information is maintained no matter how many times the lead leaves your site and returns. When the lead registers with your website or submits an online customer form, the lead source is saved to the record.

Setting Up Website Product Feeds

NetSuite enables you to use Product Feed search results to generate a list of items that you can upload to various shopping comparison sites.

For example, if you sell printers in your web store, you can upload a product feed file to Google Base. When shoppers search Google Base for printers, the printers on your web store show in the list of results. Shoppers can see images of your printers, get pricing information and click links from the search results to your web store.

The topics listed below provide detailed information for uploading your product feed to each search engine:

- Yahoo! Shopping
- NexTag
- Shopzilla
- Shopping.com
- Google Base

> **Important:** Google Base has been retired. However, you can still create a saved item search that you can export and use as a product feed. Visit the help page on the Google Merchant Center website for more information about the data feed submission process and specific requirements.

If you use NetSuite OneWorld, or the Multiple Web Sites feature, see Using Product Feeds with Multiple Websites and OneWorld.

NetSuite's product feed results include all items that are associated with a product feed, and marked online in your account. To add an item to a product feed, select the search engine in the **Product Feed** field on the Store subtab of the item record.

Each shopping search engine requires specific information in a product feed file. NetSuite provides the following fields on item records where you can enter this information.

- **On the Basic subtab:**
  - Manufacturer
  - MPN (Manufacturer's Part Number)
  - Stock Description
- **On the Store subtab:**
  - Shopping.com Category
  - Shopzilla Category
  - NexTag Category

The following types of items are included in product feed results: Kit/Package, Non-inventory Item for Sale, Non-inventory Item for Resale, Assembly (lot and serialized), Inventory (lot and serialized).

To create a product feed file for upload to a shopping search engine:

1. Go to Setup > Site Builder > Product Feeds
2. Select a product feed from the list. The data for your product feed displays on the results screen.

   NetSuite provides the basic required fields. However, if you want to add additional fields, or you need to provide information specific to the products you sell, such as MUZID for music, or ISBN for books, you can edit the saved search. For specific steps describing how to add or rename columns, see Editing Product Feed Results.
3. Click the Excel icon to export the list in CSV file format.
4. Verify that the data in the spreadsheet complies with the requirements from the search engine to which you plan to export the product feed.

   > **Note:** Click the links at the top of this page to verify data requirements for each search engine.
5. After you have the correct column names and your spread sheet is complete, select the **Save As** option from the **File** menu.
6. Save the file in the file format required by the search engine to which you plan to export the list.

   For most search engines, choose Text (Tab delimited) in the **Save as type** field. Shopping.com gives you the option to save the file in Excel or CSV format.
7. Enter a file name based on instructions for the search engine to which you plan to upload the product file.

   For example: Yahoo! Shopping requires that the file is named **data.txt**.
8. If you see an alert when saving your file, indicating that your file may contain features that are not compatible with the Text (Tab delimited) format, ignore it. Click **Yes** to save the file.

> **Note:** Use Inline Editing to quickly enter product feed information on your items list. Go to Lists > Items > Search. On the **Criteria** tab, add **Display in Web Site**, select **Yes**, and also add the item type. On the **Results** tab, add the fields that require data for your product feeds.

Editing Product Feed Results

Each shopping search engine has requirements for formatting a product feed file. NetSuite provides the basic required fields, but you may rename columns or add columns to the product feed results.

To edit the product feed results:

1. Go to Lists > Web Site > Product Feeds.
2. Select a comparison shopping engine from the list.
3. Click **Edit This Search**.
4. On the Saved Item Search page, accept the default filters on the **Criteria** tab.
   1. On the **Results** tab, add or remove columns based on the requirements from the shopping comparison site. Click the links below for detailed information on product feed requirements.

   2. On the **Columns** subtab, in the **Custom Label** field, enter the column label as specified by the comparison site where you plan to upload the product feed results.
5. In the **Search Title** field, accept the default value, or enter a new title for the search.
6. Click **Save**.

Your edited product feed now displays in the list at Setup > Site Builder > Product Feeds.

Using Product Feeds with Multiple Websites and OneWorld

When you use the Multiple Web Sites feature, or NetSuite OneWorld, you can filter the Product Feed Results page to show items associated with a particular site or subsidiary.

Task	Description
1.	Filter by Web Site.
2.	Filter by Subsidiary.

Product Feeds and Multiple Websites

Make a selection in the Web Site list to display only the items published to a particular site.

If you select All, then all of the items published to all sites are included in the product feed results. An item on two different sites displays twice in the product feed—one time for each site. An item that is available under multiple categories in one site only shows one time per site under the first category returned in the search results.

When you choose to display uncategorized items on your website, these items appear in the product feed. You can set the **Show Uncategorized Items** preference at Setup > Site Builder > Set Up Web Site in the Preferences section on the Setup subtab.

Product Feeds and OneWorld

Web store managers who use NetSuite OneWorld can generate a product feed specific to a certain site or subsidiary. You can also choose which items show in different markets. For example, you could filter a product feed to only show items from your UK subsidiary and export that product feed to a UK shopping comparison site.

In NetSuite OneWorld, each product feed includes products from all of your subsidiaries. To create a product feed for a specific subsidiary, expand the Filters section, and then select a Subsidiary. When you export the product feed for a specific site and subsidiary, the exported file only includes products from the site and subsidiary you selected.

To customize a product feed for a particular website or Subsidiary:

1. Go to Setup > Site Builder > Product Feeds.
2. Select a search engine from the list.
3. Click **Edit This Search**.
4. On the **Criteria** subtab, add **Web Site** or **Subsidiary** to the **Filter** list.
5. On the **Results** tab, select the columns you want to display.
6. In the **Search Title** field, accept the default title, or enter a new title for the search.
7. Click **Save**.

Now your custom product feed search displays in the list at Setup > Site Builder > Product Feeds.

Yahoo! Shopping

To upload a product feed file to Yahoo! Shopping, you must first create an account with the Product Submit service, and ensure the information in your NetSuite product feed complies with the requirements. For more information, read the topics on Product Submit in the Yahoo! Help Center.

After you have exported your product feed data from NetSuite to a spreadsheet, for successful upload to Yahoo! Shopping, you must save the file as a Tab-Delimited Text file named “data.txt.” For more information, see Setting Up Website Product Feeds.

To upload your product feed to Yahoo! Shopping Product Submit:

1. Log in to your Yahoo! Shopping Product Submit account.
2. Select the option to upload your file using a browser.
3. Click **Browse** to find the file on your computer and upload it to Yahoo! Shopping.

It may take several days to process your product feed and display your listings online. Visit help.yahoo.com for more information.

The table below shows the fields displayed in your NetSuite product feed, and the fields that are required or recommended by Yahoo! Shopping Product Submit. The fields that appear with an asterisk are required. Other fields are recommended.

NetSuite	Yahoo! Shopping	Notes
Display Name/ Code	code*	Enter the item's Internal ID. Go to Home > Set preferences, and check the Show Internal IDs box to display the **Internal ID** on the Store tab of the item record.
Item Name/ Number	name*	The value for this field comes from the **Item Name/Number** field on the Item record.
Description	description*	The product feed results display the detailed description from the Store subtab on the item record.

NetSuite	Yahoo! Shopping	Notes
		Note: You must remove any control characters and embedded HTML.
Price	price*	Product feed results in NetSuite display the online price level as defined on Setup > Site Builder > Set Up Web Site. If you use NetSuite OneWorld, and you filter the list by subsidiary, the price displayed is the default currency for the subsidiary you selected. For successful upload to Yahoo Shopping, the price must be in US dollars, with a decimal point and no currency symbol.
Product URL	product-url*	The URL displayed in product feed results is the link to the item in your web store.
Merchant Site Category	merchant-site-category*	The product feed results display the category on your website for each product.
Custom Field	medium*	Create a custom field in NetSuite on your item records for medium. For more information see, Custom Item Fields. Then, edit the product feed search for Yahoo!Shopping to include "medium" as a column. For more information, see Editing Product Feed Results. This field is required for Music and Video products only. Leave this field blank for all other product types.
Image URL	image-url	The URL displayed in product feed results is the link to the image associated with the item in your web store.
MPN	manufacturer-part-no	The manufacturer's unique part number for the product. Do not include your own SKU. In NetSuite, you can enter data for this field in the **MPN** field on the Basic subtab of the item record.
In-Stock	in-stock	NetSuite displays a value of yes or no based on the On Hand Quantity of the item.
Shipping Price	shipping-price	The cost of shipping the item anywhere in the United States in US dollars, with a decimal point and no currency symbol. Use 0.00 for free shipping. You may need to add a value in this field after exporting the NetSuite product feed results.
Shipping Weight	shipping-weight	The weight of the item in pounds, up to one decimal place. The NetSuite product feed results display the value in the **Item Weight** field on the Basic tab of the item record.

NexTag

You must create an account with NexTag to upload your product feed. Visit merchants.nextag.com to set up an account.

You may need to change some column names in the NetSuite product feed results to comply with requirements from NexTag. For more information, read Editing Product Feed Results.

To upload your product feed file to NexTag:

1. Log in to your NexTag account.
2. On the **Partner Dashboard**, click **Set Listing Options**.
3. Choose the option, **To display your products on NexTag**.
4. For **File Format**, select **Other File Format**.
5. For **Upload Method**, select **Upload a Product File from your computer**.
6. Click **Browse**, and then find the file on your computer.
7. Click **Update**.

The table below shows the fields displayed in your NetSuite product feed, and the fields that are required or recommended by NexTag. The fields that appear with an asterisk are required. Other fields are recommended. Visit NexTag's product file specifications page for more information.

NetSuite	NexTag	Notes
Manufacturer	Manufacturer*	This is the brand of the product
Manufacturer's Part # (SKU)	Manufacturer's Part # (SKU)*	Use the manufacturer part number or your SKU. This column displays the value in the **MPN** field on item records. If you sell books, music, or software rename this column: ▪ ISBN for books. ▪ MUZE ID for music. ▪ DISTRIBUTOR ID for Software products.
Product Name	Product Name*	The value for this field comes from the **Item Name/Number** field on the Item record. Nextag displays product names up to 80 characters long.
Description	Product Description*	The value for this field comes from the **Detailed Description** field on the Store Subtab of the Item record. Do not use HTML or control characters in the data feed you send to NexTag. Also, do not use promotional language such as “free shipping” or “sale item”.
Item URL	Click-Out URL*	The URL displayed in product feed results is the link to the item in your web store.
Price	Price*	Product feed results in NetSuite display the online price level as defined on Setup > Site Builder > Set Up Web Site. If you use NetSuite OneWorld, and you filter the list by subsidiary, the price displayed is the default currency for the subsidiary you selected. For successful upload to Yahoo Shopping, the price must be in US dollars, with a decimal point and no currency symbol.

NetSuite	NexTag	Notes
Category	Category: NexTag Numeric ID*	Enter the appropriate category information in the **NexTag Category** field on the Store subtab of the item record. Visit NexTag's category codes page for the complete list of category names.
Image URL	Image URL*	The URL displayed in product feed results is the link to the image associated with the item in your web store. **Note:** NexTag requires that each row in your product feed file has an image URL.
Shipping	Ground Shipping	This column is used for the flat-rate ground shipping price. The value entered here in dollars is displayed with your product listings at NexTag. Entering zero indicates that the product has Free Shipping. Any rows that are left blank in your product feed display shipping as “See Site” on NexTag.
Stock Status	Stock Status	States whether your product is in stock or not. Acceptable values for Stock Status: - In Stock - Out of Stock Note that marking your products Out Of Stock does not remove them from NexTag listings.
Weight	Weight	In NetSuite, the product feed results display the value in the **Item Weight** field on the Basic tab of the item record. NexTag can calculate your shipping based on weight. If you use UPS, FedEx, DHL, or USPS to deliver your products, NexTag automatically displays the correct cost of shipping.

Shopzilla

Use the product feed results in NetSuite to create a datafeed file for Shopzilla's Merchant Listings Service. You must create an account with Shopzilla to upload the file. Visit merchant.shopzilla.com for information about pricing and setup.

According to the requirements from Shopzilla, your file must not exceed 1 MB. If it does, you must submit your product feed in multiple files. Shopzilla processes data feeds every 36 to 48 hours. For the complete list of requirements from Shopzilla, read Shopzilla's product inventory specifications.

To upload your product feed file to Shopzilla:

1. Log in to your Shopzilla account.
2. Select the **Product Listing** tool and choose **FullList**.
3. Browse to the product feed file on your computer to upload the file to Shopzilla.

The table below shows the columns displayed in your NetSuite product feed results and the columns that are required by Shopzilla. All 15 columns are required in the datafeed. Please note that some columns, as indicated below, cannot be left blank.

Do not delete any of the columns or change the order. This causes your datafeed to fail when you try to submit it.

NetSuite	Shopzilla	Notes
Category	Category ID*	This column must contain data. Data for this field is mapped from the **Shopzilla Category ID** field on the Store subtab on the Item record. Shopzilla's category IDs are displayed on Shopzilla's category list.
Manufacturer	Manufacturer*	Enter data in the **Manufacturer** field on the Basic subtab of Item records.
Title	Title*	This column must contain data. The value for this field comes from the **Item Name/ Number** field on the Item record.
Description	Description*	The value for this field comes from the **Detailed Description** field on the Store Subtab of the Item record. Do not use HTML or control characters in the data feed you send to shopzilla. Also, do not use promotional language such as “free shipping” or “sale item”.
Link	Product URL*	This column must contain data. The URL displayed in product feed results is a link to the item in your web store.
Image	Image URL*	The URL displayed in product feed results is the link to the image associated with the item in your web store.
SKU	SKU*	This column must contain data. SKU stands for Stock Keeping Unit and is a unique designator for each listing in your feed. Each product in your feed must have a different SKU listed.
Quantity on Hand	Availability*	This field lets your consumers know if the product is currently available on your website. Acceptable values for Availability: ▪ In Stock ▪ Back-Order ▪ Pre-Order ▪ See Site ▪ Out of Stock ▪ Limited Qty ▪ Special Order
Condition	Condition*	Use this field to designate the state of the product. Acceptable values for Condition: ▪ New ▪ Refurbished ▪ Used ▪ Open Box

NetSuite	Shopzilla	Notes
		■ OEM
Shipping Weight	Ship Weight*	This field is used to designate the weight of your product (in pounds). This field is required if your store's shipping costs are determined based on an item's weight.
Shipping Cost	Ship Cost*	This field is used to designate a flat shipping cost for the product, if desired. This field is not necessary if you plan to use the Shopzilla Shipping Tool to specify ship costs. Note: ■ To designate free shipping, please use 0.00 ■ Shipping cost included in the feed file will override any rules set using the Shipping Tool on the Business Services Web site.
	Bid*	This is an optional field and recommended only for those merchants programmatically setting their product bids. NetSuite's product feeds results do not include this column by default. For more information, see Editing Product Feed Results.
	Promotional Code*	This field is used to add promotional text next to your product. For a detailed list of valid promotional codes, visit Shopzilla's product inventory specifications. NetSuite's product feeds results do not include this column by default. For more information, see Editing Product Feed Results.
UPC	UPC*	UPC stands for Universal Product Code. UPC numbers have 12 digits, and are found with bar codes on product packaging.
Price	Price*	This column must contain data. Product feed results in NetSuite display the online price level as defined on Setup > Site Builder > Set Up Web Site. If you use NetSuite OneWorld, and you choose a subsidiary in the list at the bottom of the product feeds page, the price displayed is the default currency for the subsidiary.

Shopping.com

You must create an account with Shopping.com to upload your product feed file. Visit merchant.shopping.com to create an account and view the product feed file specifications.

You may need to change column names in the NetSuite product feed results to comply with requirements from Shopping.com. For more information, read Editing Product Feed Results.

To upload your product feed file to Shopzilla:

1. Log in to your Shopping.com merchant account.

2. Select the option to upload from your desktop.
3. Click **CPC program**.
4. Click **Product** Info.
5. Click **Browse** to find the product feed file on your computer.
6. Click **Continue**.
7. Review the conversion of your feed file columns to the columns in the Shopping.com database.

The table below shows the columns displayed in your NetSuite product feed results and the columns that are required by Shopping.com. The column names that appear below with an asterisk are required. Other columns are recommended.

NetSuite	Shopping.com	Notes
MPN	mpn*	The manufacturer's unique part number for the product. Do not include your own SKU. You can enter data for this field in the **MPN** field on the Basic subtab of the item record.
Manufacturer Name	manufacturer*	Brand, manufacturer, or publisher for the product.
Product Name	product name*	The value for this field comes from the **Item Name/Number** field on the Item record.
Product Description	product description*	The value for this field comes from the **Detailed Description** from the Store subtab on the item record. **Note:** You must remove any control characters and embedded HTML.
Online Client Price	price*	Product feed results in NetSuite display the online price level as defined on Setup > Site Builder > Set Up Web Site. If you use NetSuite OneWorld, and you choose a subsidiary in the list at the bottom of the product feeds page, the price displayed is the default currency for the subsidiary.
Stock Availability	stock*	NetSuite displays a value of yes or no based on the On Hand Quantity of the item.
Stock Description	stock description*	Use this field to designate the state of the product. (21 characters maximum.) For example: “Back ordered 2-3 Weeks,” or “Ships in 2-3 Days.”
Product URL	product url*	The URL displayed in product feed results is the link to the item in your web store.
Image URL	image url*	The URL displayed in product feed results is the link to the image associated with the item in your web store.
Shopping.com Categorization	category*	Enter the appropriate category name in the **Shopping.com Category** field on the Store subtab of the item record. Visit Shopping.com's category page to download the taxonomy guide.

NetSuite	Shopping.com	Notes
Ground Shipping	shipping rate*	NetSuite product feed results display the value in the **Shipping Cost** field on the Basic tab on the item record. **Note:** Use 0 to denote free shipping.
Weight	shipping weight	The weight of the item in pounds. In NetSuite, the product feed results display the value in the **Item Weight** field on the Basic tab of the item record.

Google Base

Important: Google Base has been retired. However, you can use the information below to create a saved item search that you can export and use as a product feed. Visit the help page on the Google Merchant Center website for more information about the data feed submission process and specific requirements.

Use the saved search provided by NetSuite to create a product feed you can upload to Google Shopping. You may need to create custom fields, and then customize the saved search to comply with the latest requirements from Google Shopping. For more information about editing the saved search, see Editing Product Feed Results.

Google Shopping requires that you enter data in the **id** and **description** columns of the product feed.

- In NetSuite, the **id** column is blank by default. Enter the item's Internal ID after your product feed has been exported to a spreadsheet and before you turn it into a tab-delimited text file. To display the Internal ID on the Store tab of the item record, go to Home > Set preferences, and check the Show Internal IDs box.
- In NetSuite, the **description** column shows information from the Detailed Description field on the Store subtab of item records.

The table below shows the columns in your NetSuite product feed, and some of the columns that may be required or recommended by Google Shopping. The column names that appear below with an asterisk are required. The other columns are recommended.

NetSuite	Google Base	Note
id	id*	Enter the item's Internal ID. Go to Home > Set preferences, and check the Show Internal IDs box to display the **Internal ID** on the Store tab of the item record. By default, the value for this field comes from the **Item Name/Number** field on the Item record. For more information, see Editing Product Feed Results
title	title*	The value for this field comes from the **Item Name/ Number** field on the Item record.
description	description*	The product feed results display the detailed description from the Store subtab on the item record. Note: You must remove any control characters and embedded HTML.

NetSuite	Google Base	Note
product_type	product_type	The product feed displays the tab > category where you publish the item on your website.
link	link*	The URL displayed in product feed results is the link to the item in your web store.
image_link	image_link*	The URL displayed in product feed results is the link to the image associated with the item in your web store.
condition	condition*	Use this field to designate the state of the product.
price	price*	Product feed results in NetSuite display the online price level as defined on Setup > Site Builder > Set Up Web Site. If you use NetSuite OneWorld, and you choose a subsidiary in the list at the bottom of the product feeds page, the price displayed is the default currency for the subsidiary.
brand	brand	Add the brand name of the product. This attribute is required for some types of products.

Using the Sitemap Generator in Site Builder

Use the Sitemap Generator to create an XML site map file for search engine optimization (SEO) and to create an HTML version of the site map to display on your Site Builder website.

- **The XML file** lists a URL for each tab, category, and item published to your website, along with additional information about the priority of each page and how often the site map changes. You can also include HTML pages that are hosted in the file cabinet.
- **The HTML file** displays links to each tab and category on your site. Publish the HTML site map on your website to help visitors navigate.

NetSuite's Sitemap Generator creates your site map files and then automatically places them in the Web Site Hosting Files folder in the file cabinet. You receive an email notification when the process is complete.

> **Note:** To use the Sitemap Generator, you must enable the Host HTML Files feature. An Administrator can go to Setup > Company > Enable Features. Click the Web Presence subtab, and then check the Host HTML Files box.

Please review the following topics for details about how to use the Sitemap Generator:

- Learn how to generate a site map by reading Generating a Site Map in Site Builder.
- Learn how to guide visitors around your website by displaying an HTML version of your site map. For more information read, Displaying an HTML Site Map on Your Website.
- Read Notifying Search Engines to understand how to inform various search engines about the location of your site map.
- Understand how to set the priority of certain URLs in your site map, and exclude other URLs by reading Assigning Site Map Priority and Excluding URLs from the Site Map.

Generating a Site Map in Site Builder

For Site Builder, the Sitemap Generator can create a site map in XML and HTML file formats. After the site map is generated, it is placed in the Web Site Hosting Files folder that you designate. If your website has more than 50,000 URLs, multiple site map files are created with an index file that points to each of them.

To generate a site map:

1. Go to Setup > Site Builder > Web Site Management > Sitemap Generator.
2. Select the site in the **Web Site** field, if you use the Multiple Web Sites feature.
3. In the **Destination Folder** list, select a folder to hold your site map.

   This list only includes subfolders of the Web Site Hosting Files folder. Place the site map in the root folder (highest level folder) of your website. By default, the root folder of a NetSuite website is **Web Site Hosting Files : Live Hosting Files**.

   If you have multiple websites, the site map for each website belongs in each site's root folder.
4. In the **File Name** field, enter a name for your site map file.
5. In the **Index File Name** field, enter the name for your site map index file.
6. Choose a file format for your site map or check both boxes to generate the site map in both XML and HTML format at the same time.
   - **XML Format** - Generates a site map in XML format to submit to search engines.
   - **HTML Format** - Generates a site map in HTML format for hosting on your website. Note that only links to tabs and categories are included.
7. Check the box, **Include Hosted Pages** to include HTML pages displayed on your site:
   - The XML site map includes all hosted pages, tabs, and categories you display on your website.
   - The HTML site map includes your hosted home page, hosted tabs, presentation tabs, and categories displayed on your website.
8. Use the **Number of Columns in HTML Format** field to designate how many columns you want to display in the HTML version of the site map for display on your website.
9. In the XML Options section, select the appropriate attributes for your XML site map.
   - **Change Frequency** – Sets the attribute in the <changefreq> tag which defines how often you change your website pages. Search engines scan for this information when they index your site.

     > **Note:** You must click Submit on the Site Generator page to update your site map.

   - **Last Modified** – Sets the attribute in the <lastmod> tag which defines, for search engines, the date each page most recently changed.

     > **Note:** The Last Modified Date attribute defines the most recent date that a change occurred on a page. This value includes changes to items and categories on a page.

   - **Priority** – Sets the attribute in the <priority> tag which defines the relative importance of each page as compared to other pages of your site. You can select a priority ranging from 0.0 to 1.0 on item, category, and tab records. For more information, see Assigning Priority to Certain URLs.
10. In the **Email Address** field, enter the email address where you want to be notified after the generator completes.
11. Click **Submit**.

The Sitemap Generator sends an email message after your site map files are created. The message contains a list of the site map files that were generated and indicates where they are located in your file cabinet.

Also included in the email message are the links you must click to notify search engines that your site map has changed. Note that Google, Bing, and Yahoo! require that you register with them before they accept updates to your site map. For more information, see Notifying Search Engines.

Customizing Your Site Map

Note that after your site map files appear in the file cabinet, you can modify them. For example, you may want to customize the HTML site map so the look and feel is consistent with the rest of your website.

To edit a site map file, download the file on to your computer, and use your favorite XML or HTML file editing application to modify the file. When you are finished, click Add File in the hosting root folder of the file cabinet to replace the original site map file.

Note: For more customization options, you can use Web site attribute tags in the HEAD element of site map files in HTML format. You can use any attribute from the item or site category record. Use the syntax in the example below: < `%=getCurrentAttribute('item','canonicalurl')=%>`

Displaying an HTML Site Map on Your Website

When you use the Sitemap Generator to create an HTML version of your site map, the file is placed in the hosting root folder you selected on the Sitemap Generator page. You can create a hosted tab on your website to display the HTML site map, or you can create a link to the HTML site map by adding an href on your website, that targets the HTML file.

Note that the HTML version of your site map only shows the top three levels in the hierarchy of categories displayed on your site. For example, the HTML site map would show:

- the parent category
  - the first subcategory
    - the second subcategory

Subcategories beyond the third level are not included in the HTML site map. URLs that point to all subcategories are included in the XML version of your site map.

To display an HTML site map on a website tab:

1. Go to Lists > Web Site > TabsLists > Site Builder > Tabs.
2. Click **New**.
3. Click the **New Hosted** subtab.
4. In the **Label** field, enter a name for the tab.
5. In the **Web Site Page** list, select the HTML site map file from the hosting root folder in the file cabinet.

   After you choose a file in the **Web Site Page** list, the **Link URL** field automatically displays a relative URL for the file.
6. Click **Save**.

Now you can click the new tab in your website to see the HTML page with links to each tab and category on your site.

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To display a link to the HTML site map:

1. Go to the hosting root folder where your site map exists in the file cabinet, for example, Web Site Hosting Files > Live Hosting Files.
2. Click **Edit** next to the HTML site map file.
3. Use one of the URLs that begin with **http://** to create a hyperlink.

   For example, View Sitemap

To display the link to the site map in the footer on every page of your website, paste the link in the Footer Template field of the site theme applied to your site, at Setup > Site Builder > Themes. For more information about site themes, see Customizing Site Themes.

Notifying Search Engines

After you generate a site map, you must notify search engines that your site map has been updated. You can use the same approach to notifying search engines with both Site Builder and SuiteCommerce Advanced websites. Google and Bing require that you register with them before you submit the first version of your site map. Use the following links to register your site map:

- Google
- Bing

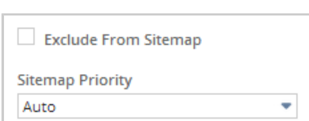
Each time you generate a new site map, you can notify each search engine by clicking the links included in the email message sent from the Sitemap Generator.

Assigning Site Map Priority and Excluding URLs from the Site Map

You can define the relative importance of each URL in your website as compared to other URLs in your site. In this way you can guide search engine web crawlers to the most important pages as they index your site. Alternatively, you can exclude certain URLs from your site map, when those pages are under construction.

Excluding Certain URLs from the Site Map

You may want to exclude a tab, category or item page from the site map while you are finalizing the design. You can do this by checking the **Exclude from Sitemap** box. This check box is also available to use with mass update and saved search, so you can update several records at the same time.



Assigning Priority to Certain URLs

Use the **Sitemap Priority** list to indicate the relative importance of your website URLs. You can select a priority ranging from 0.0 to 1.0 on item, category, and tab records.

NetSuite assigns a default priority “Auto” to all new and existing tab, category and item records in your account. The Sitemap Generator translates the default priority into a number for the priority attribute when you generate your site map. The priority is calculated based on the position of the item or category in the hierarchy of your website.

For example, your website tabs automatically generate a default priority value of 1.0 because they are top level pages. A category published to a tab gets a priority of 0.5. An item published to a category on a tab gets a priority of 0.3.

You can select a different value in the Sitemap Priority list to override the default “Auto” priority. NetSuite uses the value you set when you generate the site map. Sitemap Priority is also available to use with mass update and saved search, so you can change the value on several records at the same time.

Assigning a high priority to all of the URLs on your site is not likely to affect the ranking of your site in a search engine's result pages. Search engines may use the priority you set when indexing URLs as they crawl your site. Set a Sitemap Priority to increase the probability that your most important pages are indexed.

Working with Robots.txt

A robots.txt file provides instructions to search engines, or web robots about how to scan your site. (This is known as the Robots Exclusion Protocol.) The process of search engines scanning and indexing your site can slow down the delivery of web pages to potential customers. Reduce the impact of web robots on site performance by using robots.txt to slow down the crawl rate, or to exclude certain web robots from access to your site.

For information about how to create a robots.txt file visit the web site, www.robotstxt.org.

To upload your robots.txt file:

1. Find the root folder for your web site in the **Web Site Hosting Files** folder.
2. Click the hosting root folder associated with the web site domain for which you want to use robots.txt.
3. Click **Add File**.

The file you create overrides the default robots.txt file NetSuite generates for your site.

Site Builder Website Reports and Analytics

Applies to: Site Builder

- Page Hit Reports
- Web Sales Reports
- Keyword and Referrer Reports
- Web Activity Reports
- Internal Search Reports
- Using Tracking Pixels for Analytics
- Customer Web Activity

Page Hit Reports

The following reports show the number of page views you receive on your site:

- Hosted Page Hits by Customer Report
- Page Hits by Customer Report
- Hosted Page Hits Detail Report
- Hosted Page Hits Report
- Page Hits Report
- Page Hits by Category Report
- Page Hits Detail Report

Hosted Page Hits by Customer Report

The Hosted Page Hits by Customer report shows you the number of hits the pages hosted in your NetSuite File Cabinet receive by customer. This report also shows the date of each customer's last visit to your web store. You can use this report to see how often customers visit pages you host in your file cabinet.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, the web store manager for Wolfe Electronics hosts a Weekly Ad HTML page in the NetSuite File Cabinet. The manager uses this report to see which customers have not returned to view this page in over a month. Then, the manager can recommend sending email to these customers that include Wolfe's weekly advertisement.

To see the Customer Hosted Page Hits report:

Go to Reports > Web Presence > Hosted Page Hits by Customer.

Page Hits by Customer Report

The Page Hits by Customer report shows you the number of hits your web store receives by customer. This report also shows the date of each customer's last visit to your web store. You can use this report to see how often customers visit your website.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

To see the Customer Page Hits report:

Go to Reports > Web Presence > Page Hits by Customer..

Hosted Page Hits Detail Report

The Hosted Page Hits report shows you the number of hits the pages you host in your NetSuite File Cabinet receive by customer. This report also shows the date of each customer's last visit to your web store. You can use this report to see which pages specific customers hit most often.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, the web store manager for Wolfe Electronics uses this report to see which customers hit the Weekly Ad page, which is hosted in the file cabinet, most often.

To see the Hosted Page Hits Detail report:

Go to Reports > Web Presence > Hosted Page Hits Detail.

Hosted Page Hits Report

The Hosted Page Hits report shows you the number of hits the pages you host in your NetSuite File Cabinet receive. This report also shows you the number of unique visitors hitting each page. You can use this report to see the most often hit pages in your web store.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, the web store manager for Wolfe Electronics uses this report to see how often customers hit the Weekly Ad page, which is hosted in the file cabinet.

To see the Hosted Page Hits report:

Go to Reports > Web Presence > Hosted Page Hits.

Page Hits Report

The Page Hits report shows the number of hits your website receives by page. This report also shows the number of unique visitors that touched each page. You can use this report to see the pages hit most often.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, a web store manager can use this report to see how often customers view the Featured Items page on an ecommerce site.

To see the Page Hits report:

Go to Reports > Web Presence > Page Hits..

Note: This report logs hits that return 404 Not Found error responses.

Page Hits by Category Report

The Page Hits by Category report shows you the number of hits your web store items receive by category. This report also shows you the number of unique visitors hitting each category and item. You can use this report to see the most often viewed items in your web store.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, the web store manager for Wolfe Electronics uses this report to see which items are most often viewed on the Specials page in the Wolfe Electronics web store.

To see the Page Hits by Category report:

Go to Reports > Web Presence > Page Hits by Category.

Page Hits Detail Report

The Page Hits Detail report shows you the number of hits your website pages receive by customer. This report also shows the date of each customer's last visit to your web store. You can use this report to see which pages specific customers hit most often.

When a customer visits your website, they are assigned a unique cookie that does not expire. Whenever that same visitor visits a page on your website, a hit is counted for that visitor.

For example, the web store manager for Wolfe Electronics uses this report to see which customers hit the Specials page in the Wolfe Electronics web store most often.

To see the Page Hits Detail report:

Go to Reports > Web Presence > Page Hits Detail.

Web Sales Reports

The following reports provide you with data on the sales you receive from your website:

- Item Orders Report
- Item Orders by Category Report
- Item Orders Detail Report
- Item Page Views and Sales Summary Report

Item Orders Report

The Item Orders report shows the numbers of items ordered, the number of orders places for each item and the number of unique customers who ordered each item.

You can use this report to know the items you sell the highest quantity of, the items customers order most often and the number of customers who have purchased each item.

To see the Item Orders report:

Go to Reports > Web Presence > Item Orders.

Item Orders by Category Report

This report shows the numbers of items ordered, the number of orders places for each item and the number of unique customers who ordered each item by website category.

You can use this report to know which items sell the most in each website category.

To see the Item Orders by Category report:

Go to Reports > Web Presence > Item Orders by Category..

Item Orders Detail Report

The Item Orders report shows the number of items ordered by item, the customer who ordered the item, and the date when the item was last ordered.

To see the Item Orders Detail report:

Go to Reports > Web Presence > Item Orders Detail.

Item Page Views and Sales Summary Report

The Item Page Views and Sales Summary report shows you the number of pages views, orders, items sold and revenue by item. Use this report to understand which pages are being visited and which items are being sold.

To see the Item Page Views and Sales Summary report:

Go to Reports > Web Presence > Item Page Views and Sales Summary.

Keyword and Referrer Reports

The reports listed below provide information on how visitors get to your site. You must use the Advanced Web Reports feature to see these reports.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features. Click the Web Presence tab, and then check the Advanced Web Reports box.

- Keywords Detail Report
- Keywords Summary Report
- Referrer Detail Report
- Referrer Summary Report

Keywords Detail Report

The Keywords Detail report tracks the search keywords and phrases your visitors used to find your website on each of their visits. NetSuite records the exact keyword phrase used by each customer when they find your site through a search engine.

The report tells you the number of sales for each customer using a keyword or keyword phrase and exactly how much money was generated from each keyword per customer. This can help you determine which keywords you might want to advertise with through a search engine.

To track paid keywords, you must create a keyword marketing campaign. You can then include the campaign ID parameter in the URL you provide to the search engine service.

> **Note:** The Keywords Detail report includes both natural and paid keywords. To filter this report by natural or paid keywords, you must customize the report to include the Campaign ID component. Only paid keywords have a campaign ID.

To see the Keywords Detail report:

Go to Reports > Web Presence > Keywords Detail.

Keywords Summary Report

The Keywords Summary report tracks the search terms your visitors used to find your website. NetSuite records both the referring URL and the exact search keyword phrases your customers used each time they visited your site.

The report tells you exactly how much money was generated from each keyword, how many visitors submitted information that created lead records, and how many visitors made purchases. It then calculates revenue per visitor and revenue per customer, which provides ROI analysis.

> **Note:** Data for this report may differ from data you receive using Google Analytics. Instead of counting hits for the exact keyword phrase, Google reports hits for the phrase and for each keyword in the phrase.

For example, John Rogers searches for **printer cartridges** in Google. From his search results, Rogers navigates to Wolfe Electronics. The Wolfe Electronics' Keywords Summary reports show this customer searched for the keywords **printer cartridge** one time he visited your site, and he searched for **hard drive** on another visit.

For optimal usage, you can filter this report by referrer. This lets you display revenue and conversion information related to each keyword by referrer.

To track paid keywords, you must create a keyword marketing campaign. You can then include the campaign ID parameter in the URL you provide to the search engine service.

Note: The Keywords Detail report includes both natural and paid keywords. To filter this report by natural or paid keywords, you must customize the report to include the Campaign ID component. Only paid keywords have campaign IDs.

To see the Keywords Summary report:

Go to Reports > Web Presence > Keywords Summary.

The table below displays the Keywords Summary report columns and their descriptions:

Column Name	Description
Keywords	Search keyword used to find your site.
Last Visit	Date of last visit with a keyword.
Visits	Number of visits to the site.
Number of Visitors	Number of visitors who searched with a keyword.
Number of Leads	Number of registered visitors who used the keyword.
Number of Purchasers	Number of visitors who placed orders on the site.
Total Revenue	Total sales that resulted from a keyword.
Revenue per Visitor	Calculated by dividing revenue by the number of visitors.
Revenue per Purchaser	Calculated by dividing revenue by the number of visitors who made a purchase.
Conversion	Calculated by dividing number of visitors by the number of purchasers.

Referrer Detail Report

This report shows the domain of the website each visitor navigated from to get to your site. This lets you understand which websites lead the most customers to you, helping you to better manage your marketing efforts.

To see the Referrer Detail report:

Go to Reports > Web Presence > Referrer Detail.

Referrer Summary Report

This report shows the domain of the websites your visitors navigated from to get to your site. This lets you understand which websites lead the most customers to you, helping you to better manage your marketing efforts.

This report displays revenue and conversion information related to each referrer. The report tells you exactly how much is generated by each referrer and how many visitors were converted to customers. It also calculates revenue per visitor and revenue per customer, providing ROI analysis.

The table below displays the Referrer Summary report columns and their descriptions:

Column Name	Description
Referrer	Domain of the referrer site.
Last Visit	Date of the last visit from the referrer site.
Visits	Number of visits from the referrer site.
Number of Visitors	Number of visitors from the referrer site.
Number of Leads	Number of registered visitors from the referrer site.
Number of Purchasers	Number of visitors who have placed orders on your site.
Total Revenue	Amount of paid sales transactions on your site.
Revenue per Visitor	Revenue/Number of visitors Total = average of lines above
Revenue per Purchaser	Revenue/Number of visitors who placed an order on your site Total = average of lines above
Conversion	Number of visitors/Number of purchasers Total = average of lines above

To see the Referrer Summary report:

Go to Reports > Web Presence > Referrer Summary.

Web Activity Reports

The following reports show data on the actions performed by individual site visitors:

- Visitor Activity Summary Report
- New Visitor Report
- Lead Conversion Report
- Visitor Activity Detail Report
- Shopping Activity Analysis Report
- Shopping Activity Analysis by Category Report
- Shopping Cart Abandonment Report
- Customer Web Activity

Visitor Activity Summary Report

The Visitor Activity Summary report shows how many visitors viewed your site, how often each visited and how many pages each visitor viewed. You must use the Advanced Web Reports feature to see this report.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features. Click the Web Presence tab, and then check the Advanced Web Reports box.

Data is separated into new visitors, returning visitors and total visitors. For each visitor group (new or returning), you can view the following:

- How many visited more than one time
- The average number of visits per day
- The average number of visits per visitor
- The number of page views
- The average number of page views per visit

Note: Site visitors who do not have cookies enabled are counted as new visitors for every page they view on your site. This can result in a large discrepancy with other site analytics tools you may be using, which do not count visitors with cookies disabled.

In this report, new and returning visitors are identified using the following criteria:

- A visitor is recognized as new when the date of only the first visit is within the time span of the report, otherwise the visitor is recognized as returning.
- A visitor is counted when the date of the last visit is within the time span of the report (otherwise the visitor is not counted on this report)

To see the Visitor Activity Summary report:

Go to Reports > Web Presence > Visitor Activity Summary.

New Visitor Report

The New Visitor report distinguishes first time visitors from return visitors and provides separate information for each. This shows you the visitor's first visit during a time frame and if it is his or her first visit overall. You must use the Advanced Web Reports feature to see this report.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features. Click the Web Presence tab, and then check the Advanced Web Reports box.

Note: Site visitors who do not have cookies enabled are counted as new visitors for every page they view on your site. This can result in a large discrepancy with other site analytics tools you may be using, which do not count visitors with cookies disabled.

To see the New Visitor report:

Go to Reports > Web Presence > New Visitor.

Lead Conversion Report

The Lead Conversion report shows the percentage of new and returning website visitors who register with you and are converted to customers. You must use the Advanced Web Reports feature to see this report.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features. Click the Web Presence tab, and then check the Advanced Web Reports box.

This report includes the following columns:

- **Visitors (V)** – this column shows the total number of new and returning website visitors.
- **Leads (L)** – this column shows the number of new and returning visitors who registered with your website but have not yet purchased from you. These visitors have lead records.
- **Customers (C)** – this column shows the number of new and returning website visitors that have purchased from you. These visitors have customer records.
- **L/V Conversion** – this column shows the percentage of visitors who registered on your website but have not yet purchased.
- **C/V Conversion** – this column shows the percentage of website visitors have purchased from you.
- **C/L Conversion** – this column shows the percentage of leads have purchased and been converted to customers.

> **Note:** Site visitors who do not have cookies enabled are counted as new visitors for every page they view on your site. This can result in a large discrepancy with other site analytics tools you may be using, which do not count visitors with cookies disabled.

To see the Lead Conversion report:

Go to Reports > Web Presence > Lead Conversion.

Visitor Activity Detail Report

The Visitor Activity Detail report distinguishes first time visitors from return visitors, listing the names of registered leads or customers. You must use the Advanced Web Reports feature to see this report.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features.. Click the Web Presence tab, and then check the Advanced Web Reports box.

The date of last visit is given, and the number of visits and page views displays per registered visitor. Unregistered customer data is totaled under -No Entity-.

> **Note:** Site visitors who do not have cookies enabled are counted as new visitors for every page they view on your site. This can result in a large discrepancy with other site analytics tools you may be using, which do not count visitors with cookies disabled.

To see the Visitor Activity Detail report:

Go to Reports > Web Presence > Visitor Activity Detail.

Shopping Activity Analysis Report

The Shopping Activity Analysis report shows you how many times your items have been added to a shopping cart from the item list view and item view, how many items total have been placed in a shopping cart from the item list view and item view, and how many orders you've received by item.

Use this report to decide what items your customers are placing in their shopping carts but not purchasing and what area of your site customers use to place items in the cart.

The following abbreviations are used in column headings for this report:

- **LV** – List View
- **IV** – Item View

To see the Shopping Activity Analysis report:

Go to Reports > Web Presence > Shopping Activity Analysis.

Shopping Activity Analysis by Category Report

The Shopping Activity Analysis report shows you how many times your items have been viewed, how many have been placed in shopping carts and how many orders you've received by category. Use this report to decide what items your customers are placing in their shopping carts but not purchasing.

To see the Shopping Activity Analysis by Category report:

Go to Reports > Web Presence > Shopping Activity Analysis by Category..

Shopping Cart Abandonment Report

This report helps you analyze the effectiveness of your checkout process and alerts you to changes in buying patterns. The cart abandonment report shows accurate data in each column for a time span up to one month. Data for carts that did not convert into checkout are deleted after one month.

This report includes the following columns:

- **Carts Created** – The total number of times a shopper placed at least one item to the shopping cart.
- **Checkouts Created** – The total number of times a shopper began the checkout process by clicking the Proceed to Checkout button.
- **Orders** – The number of times a shopper submitted an order.
- **Qty. Added to Cart** – The total number of items added to shopping carts.
- **Qty. Added to Checkout** – The total number of items in shopping carts that begin the checkout process.
- **Qty. Ordered** – The number of items ordered in the report time frame.
- **Pct Qty Ordered/Cart Additions** – The number of items in orders submitted, divided by the number of items added to shopping carts.
- **Pct Qty Ordered/Checkout Additions** – The total number of items successfully ordered through checkout divided by the number of items that begin the checkout process.
- **Pct Checkout Abandonment** – The number of checkouts created minus orders submitted, divided by the number of checkouts created.
- **Pct Cart Abandonment** – The number of carts created minus orders submitted, divided by carts created.

To see the Shopping Cart Abandonment report:

Go to Reports > Web Presence > Shopping Cart Abandonment.

Customer Web Activity

You can monitor how customers use your website on their individual customer records. This helps you sell to customers by knowing the different items they have viewed and purchased, as well as knowing how they were referred to your store. The following information appears on the Web Activity subtab of the customer record:

- Referring website and search engine keywords
- Shopping cart contents
- Customer's click-stream navigation of your site
- Last page visited
- Number of visits
- Date of first and last visit
- Page hits
- Hosted Page hits
- Items your customer has ordered

To work with customer records, go to Contacts > Contacts > Customers.

Internal Search Reports

The Internal Search Summary and Detail reports show data for the items visitors searched for while viewing your site. You must use the Advanced Web Reports feature to view these reports.

To turn on Advanced Web Reports, an Administrator can go to Setup > Company > Enable Features. Click the Web Presence tab, and then check the Advanced Web Reports box.

- Internal Search Summary Report
- Internal Search Detail Report

Internal Search Summary Report

This report lets you see which keywords site visitors are using to search within your site and what search results are being returned. When a search returns no results, the keyword is highlighted in your report.

In addition, this report calculates the conversion rate of searching site visitors who make purchases.

To see the Internal Search Summary report:

Go to Reports > Web Presence > Internal Search Summary.

Internal Search Detail Report

This report lets you see which keywords site visitors are using to search within your site and what search results are being returned. The detailed report itemizes shoppers that use each keyword and how many queries each shopper submitted with a keyword.

You can click a shopper's name to view that person's lead, prospect or customer record. Internal search queries are saved on the Web subtab of these records.

To see the Internal Search Detail report:

Go to Reports > Web Presence > Internal Search Detail..

Using Tracking Pixels for Analytics

You can use tracking pixels on your website pages to gather data from visitors and customers on your site. This enables you to use third-party analytics tools for analyzing visitor traffic.

NetSuite web store merchants most commonly use Google Analytics as an external reporting tool.

Read the following topics for more information:

- Working with Google Analytics
- Web Analytics and Online Forms

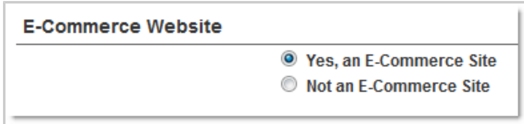
Working with Google Analytics

Google Analytics is a third party analytics solution that can help you evaluate traffic on your website using data based on visitor tracking information. You can use this information to optimize your site content and ad campaigns.

> **Important:** Procedures for setting up and using Google Analytics as described in this section do **NOT** apply when configuring Google Analytics for Advanced SuiteCommerce Web Sites using the **Reference Implementations**. For information on using Google Analytics in these sites, see the help topic Google Universal Analytics.

To integrate your NetSuite website with Google Analytics:

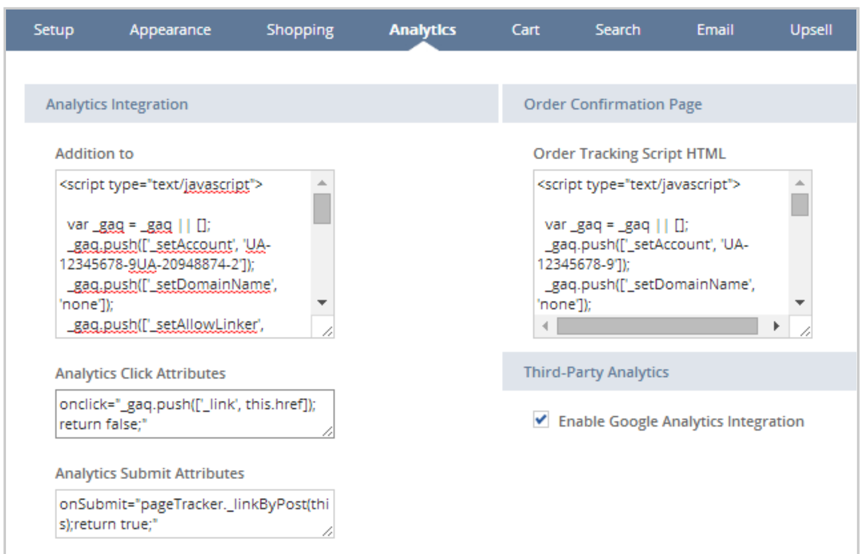
1. Prerequisite steps:
   1. Create your own account with **Google Analytics**. For more information, visit the Google Analytics Web site.
   2. In **Google Analytics**, add a profile for the domain you want to track.
   3. On the **Standard** tab, select multiple top-level domains.
   4. Copy the tracking pixel code provided for you by Google Analytics.
   5. Click **Save** and **Finish**.
   6. In the **Website Profiles** list, click **Edit** next to the profile you want to enable.
   7. On the Profile Settings page, click **Edit** next to **Main Website Profile Information**.
   8. Set the **E-Commerce Website** radio button to **Yes**.



9. Click **Save Changes**.

2. Log in to NetSuite.
3. Go to Setup > Site Builder > Set Up Web Site. Click the **Analytics** subtab to enter your tracking snippet, along with HTML code and website tags for tracking analytics data.

> **Important:** If you have a hosted site, paste your Google Analytics tracking snippet in your hosted HTML pages. Then, enter custom analytics tracking code in the **Analytics Click Attributes**, **Analytics Submit Attributes**, and **Order Tracking Script HTML** fields. When you do this, website tags you use to create links to forms and checkout pages will collect tracking data across domains.



1. **Addition to <head>** – Paste your Google Analytics tracking snippet in this field. Your tracking code is then added to every page of your NetSuite-generated site.

   For example:

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-12345678-9]);
  _gaq.push(['_setDomainName', 'none']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google
-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
```

```
</script>
```

2. **Analytics Click Attributes** – Add attributes for the Add To Cart button. The code in this field modifies link URLs by adding your tracking pixel. This applies to links for registration, checkout, and any other links that go to checkout pages. Use this syntax:

```
onclick="if(typeof(_gaq._getAsyncTracker) == 'undefined') { return true; } else { _gaq.push(['_
link', this.href]); return false; }"
```

3. **Analytics Submit Attributes** – Add attributes for the Proceed to Checkout button. Code in this field captures analytics data when shoppers go to checkout from the shopping cart, and when they submit forms on your website. Use this syntax:

```
 onsubmit="_gaq.push(['_linkByPost', this]); return true;"
```

4. **Order Tracking Script HTML** – Code in this field, is applied to the order confirmation page, or Thank You page, that displays after a shopper submits a Web order on your site. You can use the sample code provided below to get started. Replace the account number in the sample, with your own Google Analytics account number:

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-12345678-9']);
  _gaq.push(['_setDomainName', 'none']);
  _gaq.push(['_setAllowLinker', true]);

 _gaq.push(['_addTrans',
   "<%=getCurrentAttribute('confirmation','ordernumber')%>",
   "<%=getCurrentAttribute('site','name')%>",
   "<%=getCurrentAttribute('confirmation','subtotal')%>",
   "<%=getCurrentAttribute('confirmation','tax')%>",
   "<%=getCurrentAttribute('confirmation','shipping')%>",
   "<%=getCurrentAttribute('confirmation','shiptocity')%>",
   "<%=getCurrentAttribute('confirmation','shiptostate')%>",
   "<%=getCurrentAttribute('confirmation','shiptocountry')%>"]);

 var itemsInOrder = "<%=getCurrentAttribute('confirmation','orderitems')%>";

 var lineItem = itemsInOrder.split("||");

 for(var inum = 0; inum < lineItem.length; inum++)
 {
 var itemAttributes = lineItem[inum].split("|");
 _gaq.push(['_addItem',
         "<%=getCurrentAttribute('confirmation','ordernumber')%>",
         itemAttributes[0],
         itemAttributes[1],
         itemAttributes[2],
         itemAttributes[3],
         itemAttributes[4]]);
   }

   _gaq.push(['_trackTrans']);
```

```
  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google
-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

For more information on the website tags you can use in this field, see Order Confirmation Attributes.

4. Check the **Enable Google Analytics Integration** box.

   Check this box to pass Google tracking cookies from shopping to checkout. This along with the fields on the Analytics subtab are required for cross-domain analytics tracking to integrate NetSuite with your Google Analytics account. Clear this box if Google Analytics Integration interferes with a custom solution you have already implemented for cross-domain tracking.

5. Click **Save**.

After adding your tracking code to the site, you can verify data is being captured on the order confirmation page. Place a test order, and then on the Thank You page, select View Source from the View menu in the browser. You should see values for each tag included in the script you added to the Order Script Tracking HTML field.

You can also use website tags for tracking visitor information on the checkout tab. For more information, see Checkout Attributes.

Web Analytics and Online Forms

NetSuite lets you SCIS does not support the Remove Item when out of stock option. SCIS follows the same rules as SCA for Out of Stock Behavior options. For more information, read , and . capture web analytics from visitors who use online forms published on your website.

Use the getOnlineFormLinkHtml() tag in an href attribute to display a link to the online form on your website. Using the tag ensures the web analytics data is tracked properly. Note that the form's internal ID is passed in the tag. In the example below, the internal ID is 2.

```
<%=getOnlineFormLinkHtml(2)%>Click here for online form</a>
```

For more information about using the getOnlineFormLinkHtml() tag, in addition to other tags on your website, see Tags for Use in HTML Pages and Site Templates.

For information on finding the internal ID, see the help topic How do I find a record's internal ID?

Scriptable Cart

Applies to: Site Builder

Web store merchants and SuiteScript developers can use SuiteScript to invoke client scripts on the sales order form used for web orders. Note, that SuiteScript is not available for use in web store registration. You can use an SSP application to customize a website registration page. For more information, see the help topic SSP Application Overview.

To use Scriptable Cart, an administrator must enable the following features: Advanced Site Customization, and Client SuiteScript.

Getting Started with Scriptable Cart

To get started with Scriptable Cart:

1. First determine what you want to achieve in the shopping cart.

   The topic, Sample Scripts for Scriptable Cart includes several sample scripts for various web store shopping scenarios. You can use the sample scripts provided and substitute data from your account.
2. Write the script.

   Read SuiteScript for Scriptable Cart for information regarding the client and user event functions you can use in scripts deployed in the web store shopping cart.

   Read Creating Customer-Facing Messages from Scriptable Cart to understand options for communicating with visitors on your website using website tags created specifically for Scriptable Cart.
3. Test your script.

   NetSuite recommends that you test your script thoroughly before releasing it onyour web store shopping cart. For more information, see Testing and Debugging Scriptable Cart.
4. Deploy your script to the shopping cart.

   For more information, see Deploying and Running Scriptable Cart.

SuiteScript for Scriptable Cart

SuiteScript can only be executed from sales order forms on your website. This is because Web store shoppers are working exclusively with the sales order record type and the items sublist on the sales order when they add items to the shopping cart or enter a coupon code.

> **Note:** SuiteScript is not supported on registration forms.

Only a subset of the SuiteScript client event functions are available for use in Scriptable Cart. If you have not used SuiteScript before, read the topics, *User Event Scripts* and *Client Scripts* in the NetSuite Help Center.

> **Note:** You cannot use SuiteScript 2.0 user event scripts and client scripts at the same time for the Scriptable Cart. In most cases, it is better to use SuiteScript 1.0 for user event scripts and SuiteScript 2.0 for client event scripts; however, the reverse is also supported.

For code samples you can use to link events to functions in the shopping cart, see Creating Custom Functions for Scriptable Cart.

For tips on using field change events in the Scriptable Cart, see Working with Field Changed Client Events.

See Deploying and Running Scriptable Cart for a code sample you can use when changing values in ship method and shipping address fields.

For sample code you can use to display messages for customers, see Creating Customer-Facing Messages from Scriptable Cart.

To use the Scriptable Cart, you must first customize a sales order form by attaching your script. Next, select your customized forms at Setup > Site Builder > Set Up Web Site. Then, customers on your website can use the sales order forms you customized for the shopping cart. For details, see Getting Started with Scriptable Cart.

Client Events Supported in Scriptable Cart

The following table lists each client event type that you can use in Scriptable Cart. The functions executed on these events do not have to be called **recalc(), validateLine()**, **pageInit()**, and so on. However, it is best practice to indicate the client event type in the function name, for example: recalcCartItems(), validateLineOnItemAdd(), or pageInitOnLogin().

Client Event/ Sample Custom Function Name	Parameters	Triggering Actions
Field Changed Example: customFieldChanged(type,name, linenum)	*type* : item (or blank). *name* : the internal ID of the field that is changing. *linenum* : item sublist line number. If *type* is blank, then *linenum* should also be blank. Note that line numbers start at 1, not 0. See also, Working with Field Changed Client Events.	Event occurs when a field is changed by the shopper or by another client call. Example actions: - when a shopper changes the Address field, the 'fieldChanged' event occurs and additional logic in the script is processed - when there is a change to the Coupon Code field, the 'fieldChanged' event occurs and additional logic in the script is processed
Page Init Example: customPageInit(type)	*type* : create In the context of the web store, the value for this parameter must be create.	Event occurs when a shopper logs in to the web store.
postSourcing Example: postSourcing(type,name)	*type* : the sublist internal ID *name* : the field internal ID	Event occurs following a field change after all the field's child field values are sourced from the server. Enables fieldChange style functionality to occur after all dependent field values have been set. For more information, see Working with Field Changed Client Events.
Recalc Example: customRecalc(type, action)	*type* : item *action* : commit, batchcommit, insert, or remove	Event occurs after the shopping cart changes. Example actions:

 ORACLE NETSUITE

Client Event/ Sample Custom Function Name	Parameters	Triggering Actions
		▪ when a shopper adds an item to the shopping cart, the 'recalc' event is triggered, and the order amount is recalculated (commit) ▪ when a shopper deletes an item from the cart, the 'recalc' event is triggered and the order amount is recalculated (remove) ▪ when the quantity of an item changes in the shopping cart, the 'recalc' event is triggered and the order subtotal is recalculated (commit)
saveRecord		Event occurs when the submit button is pressed but prior to the form being submitted. You should always return a Boolean value, either true or false, from a saveRecord event. A return value of false suppresses submission of the form. The function associated with the 'saveReacord' event should return false to reject the shopper's attempt to submit the order. Example actions: ▪ shopper submits the order, and a 'saveRecord' event occurs. This event triggers a script that throws an alert notifying the shopper additional information is needed for the order to be submitted. ▪ shopper submits the order, and a 'saveRecord' event occurs. This event triggers a script that shows an alert so the shopper can confirm she wants to submit the order.
Validate Line Example: customValidateLine(item)	*type* : item **Note:** This client event function must return a value of true or false.	Event occurs prior to another item being added to the shopping cart. For example: Return false to reject the addition of the new item.

Creating Custom Functions for Scriptable Cart

By creating custom functions, you can link events to functions that are only applicable to the shopping cart. Because your script is running against a sales order form, other events related to a sales order transaction also execute along with the events you specify in your script for the shopping cart. This could adversely impact performance.

The main reason for creating custom functions is to filter out events that do not apply to the web store. Sample custom functions are listed below:

function customInit(type)

Use this custom function to call any functions related to login.

```
function customInit(type)
{
   //call any functions related to login here.
}
```

function customOnChange(type, name, linenum)

Use this custom function to link to the FieldChanged event and filter out non-Web store events.

```
function customOnChange(type, name, linenum)
{
         if (name == 'promocode')
         {
   // call any functions that are triggered by promocode here
        sample();
  }
```

function customRecalc(type, action)

Use this custom function to link to the Recalc client event. In Scriptable Cart, the action can only be 'commit' or 'remove.' Note that only events related to items are applicable to Scriptable Cart.

```
function customRecalc(type, action)
{
            if (type == 'item')
            {
                        // call any functions related to recalc here
                        sample1(action);
                        sample2(action);
            }
}
```

function customValidateLine(type)

Use this custom function to link to the ValidateLine event. Note that all validations occur in the item list on the shopping cart page. For best results, filter out any events that are not executed against items.

The return value of each function called from customValidateLine must be tested. If any function returns false, processing must stop and return false.

```
function customValidateLine(type)
```

```
{
            if (type != 'item')
            {
                        return true;
            }
             if (!sample())
            {
                        return false;
            }
            if (!bar())
            {
                        return false;
            }
            // All validations passed, so return true
            return true;
```

function customBeforeSubmit()

This custom function will execute before a sales order is saved. Scripts that include the beforeSubmit() gateway function must be attached to a script record of type User Event.

```
function customBeforeSubmit()
{
            return sample();
}
```

function customAfterSubmit()

This custom function will be run after a sales order is saved. Scripts that include the afterSubmit() gateway function must be attached to a script record of type User Event.

```
function customAfterSubmit()
{
            return sample();
}
```

Note: You can combine the deployment for both the customBeforeSubmit() function and the customAfterSubmit() functions on the same script deployment record when necessary. For more information, see Deploying and Running Scriptable Cart.

Working with Field Changed Client Events

Sometimes, a change to one field triggers an automatic update to another field. For example, a change to a shipping address can trigger a change in the list of shipping methods available. In this example, the shipping address field is the **controlling** field, and the field that shows the list of shipping methods is the **dependent** field.

When working with controlling and dependent fields, be careful when using the Field Changed client event.

In NetSuite, field change events on a controlling field are triggered before a dependent field is automatically updated. If you modify the value in a dependent field using a field change script, the post-field change automatic update can override your changes.

Note that the **post sourcing event handler** is triggered only after the dependent field is updated by the system. Using this event will guarantee that your field changes are not overridden. Also note that the post sourcing event handler is triggered only if a dependent field exists.

For more information, see the help topic Client Script Best Practices.

For more information about controlling fields and dependent fields, see the help topic Multiple Dependent Dropdown Lists.

Creating Customer-Facing Messages from Scriptable Cart

Use Web Site Tags with Scriptable Cart to create messages that display in your web store. The content for your message is captured in a custom field, or any field on your Scriptable Template sales order, and then displayed on your site wherever you use Scriptable Cart Message Tags.

Scriptable Cart Message Tag	Notes
<%=getField(*fieldname*)%>	■ Replace *fieldname* with the ID of a custom field or any field on your Scriptable Template sales order. ■ Include this tag in custom HTML and in scripts to create messages that display on website pages.
<%=setField(*fieldname, value*)%>	■ Replace *fieldname* with the ID of a custom field or any field on your Scriptable Template sales order. ■ Use the *value* parameter to designate a value for the custom field where appropriate. ■ Use the setField() tag with the getField() tag in custom HTML and in scripts to create popups and alerts.
<%=getCartLineField(*fieldname*)%>	■ Replace *fieldname* with the ID of a custom field. ■ Can only be used in the **Cart Line Message** field in site themes.

You can combine these tags to communicate with your customers using either page-level or cart-level messages. The `getField()` and `setField()` tags display messages on any page of your site. The `getCartLineField()` tag displays a message on the cart page, or on a specific line in the shopping cart.

You can also customize an error message triggered by a failure in the validateLine event. For more information, see Custom Error Messages for ValidateLine Events.

To create a Scriptable Cart message, follow these general steps:

1. Create a custom field for displaying your message, or for page-level messages, choose an existing field from your Scriptable Template sales order.
2. Customize your Scriptable Template sales order form to include the custom field for the message. Or, if you choose to use an existing field, note the field's internal ID.

3. Write the script you will use to generate the message, including Scriptable Cart message tags.
4. Attach your script to the sales order form attached to the scriptable cart.
5. Add HTML along with Scriptable Cart message tags to the appropriate fields in NetSuite based on the type of message you plan to display on your site.

Page-Level Messages

Use the `getField()` tag to display a message on any page of your site, including item pages, the shopping cart, and all pages in the checkout process. Show any content you want, such as a graphic or a customized popup. You can even use this tag to open another browser window.

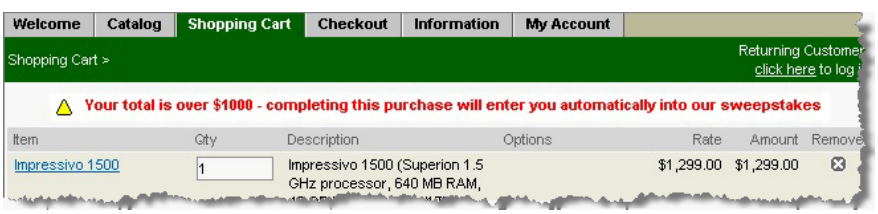
> **Note:** You can create a custom field for your Scriptable Cart message, or use any field that exists on your Scriptable Template sales order. In both cases, you must pass the field's internal ID in the getField() tag. To find the internal ID of an existing field, see the help topic How do I find a field's internal ID?

Read the basic examples below to get you started:

- Creating a Basic Page-Level Message
- Creating a Popup Message
- Creating Messages for Checkout Pages

Creating a Basic Page-Level Message

You can write HTML to position a page-level message on any website page.



The script attached to the cart determines the content of the message. The steps below describe how to create a message that will remain on the page.

To create a page-level message using Scriptable Cart:

1. Determine whether you need to create a custom field for your Scriptable Cart message, or use a field that exists on your Scriptable Template sales order.
   - If you choose to use a field that exists on your Scripting Template sales order, note the field's internal ID, and go to Step 3.
   - If you choose to create a Custom field for your message, go to Step 2.
2. Go to Customization > Lists, Records, & Fields > Transaction Body Fields > New.

   Enter values in the following fields:

   - **Label** – Name the custom field.

- **ID** – Enter a short and descriptive name for the ID.

  You will use this ID in a Scriptable Cart message tag. This sample tag displays the message in bold text:

  ```
  <b><%=getField('custbody_bannermsg')=%></b>
  ```

- **Type** – Select Free-Form Text.
- On the **Applies To** subtab, check the **Sale** box, and clear the **Web Store** box. The custom field is not intended to display on forms in the website, so that shoppers cannot change the values you set.
- Clear the **Store Value** field.

3. Go to Customization > Forms > Transaction Forms. Customize a sales order form to include the custom field you created in Step 1.
4. Write the script you will use to generate the message.

   > **Note:** If you already have a script that is working properly in Scriptable Cart, save a backup version.

5. Use the tag in custom HTML where you want the message to display.
   - To display the message on multiple site pages, add it to a site theme, or an item/category template.
   - To display the message on a specific page, add the tag in one of the description fields on a tab or category record.
6. Save your changes.
7. Update your Scriptable Template to use the sales order form with the custom fields you created for Scriptable Cart messaging. To update your Scriptable Template, go to the Web Site Setup page, and select the sales order form as a **Scripting Template**.

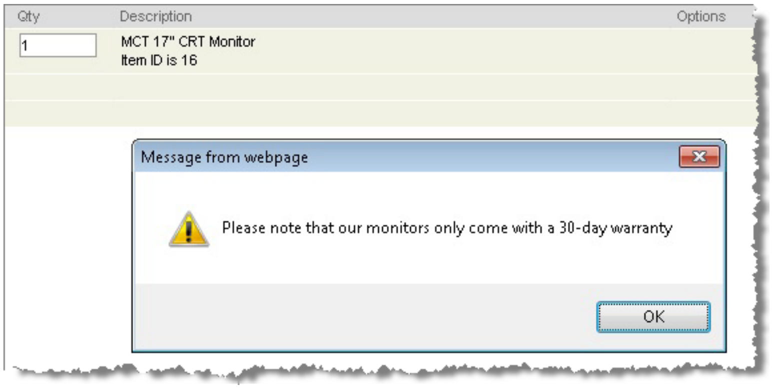
The code sample below displays a page-level message. You can add it to the **Greeting** field on a tab record to display a message on a specific page in your website. Advanced web developers can use HTML techniques to change the look and feel.

```
<center><tr>
<td width="100%" valign=top>
<table id='banner' border=0 cellspacing=0 cellpadding=5><tr>
<td>
<img src='/images/icons/store/icon_exclamation2c.gif' width=12 height=12 border=0>
</td>
<td class='banner'>
<%=getField("custbody_bannermsg")%>
</td></tr>
</center>

<script>
var txt = '<%=getField("custbody_bannermsg")%>';
if (!txt)
{
    // Hide element if no banner is there
    document.getElementById('banner').style.visibility = "hidden";
}
</script>
```

Creating a Popup Message

To display a message only one time, such as a popup or an alert message, use both the `getField()` and `setField()` tags together.



To create a basic popup:

1. Determine whether you need to create a custom field for your Scriptable Cart message, or use a field that exists on your Scriptable Template sales order.

   If you choose to use a field that exists on your Scripting Template sales order, note the field's internal ID, and go to Step 3.

   If you choose to create a Custom field for your message, do the following:

   1. Go to Customization > Lists, Records, & Fields > Transaction Body Fields > New.
   2. Enter values in the following fields:
      - **Label** – Name the custom field.
      - **ID** – Enter a short and descriptive name for the ID.

        You will use this ID in a Scriptable Cart message tag, for example:

        ```
        <%=getField('custbody_popupmsg')%>
        ```

      - **Type** – Select Free-Form Text.
      - On the **Applies To** subtab, check the **Sale** box, and clear the **Web Store** box. The custom field is not intended to display on forms in the website, so that shoppers cannot change the values you set.
      - Clear the **Store Value** field.
   3. Click **Save**.
2. Go to Customization > Forms > Transaction Forms. Customize a sales order form to include the custom field you created in Step 1.
3. Write the script you will use to generate the message.

   > **Note:** If you already have a script that is working properly in Scriptable Cart, save a backup version.

4. Go to Setup > Site Builder > Themes.
5. Click **Edit** next to a theme.
6. On the **General** subtab, in the **<body> tag attributes** field, enter the following:

```
onload="page_init(); showPopup();"
```

Note: `page_init();` is a NetSuite function.

To create a popup, you must use the `BODY onload` attribute in a site theme to wait until the entire page loads before showing the popup. Otherwise writing a simple alert script, such as: `<script> alert('...'); </script>`, will result in your popup message displaying before the browser finishes rendering the rest of the page.

7. Add the script to any of the fields in the Theme template.

   Note that the `getField()` tag retrieves content from the custom field, while the `setField()` tag clears the message content. The JavaScript below prevents the alert box from displaying continuously.

```
<script>
function showPopup()
{
   var msg = '<%=getField("custbody_popupmsg")%>';
   if (msg)
{
alert(msg);
}

}
<%=setField( 'custbody_popupmsg ', '')%>
</script>
```

8. Click **Save**.
9. Update your Scriptable Template to use the sales order form with the custom fields you created for Scriptable Cart messaging.

Creating Messages for Checkout Pages

Use the `getField()` tag to display a message on checkout pages.

For example, you can communicate specific shipping instructions to customers placing orders online. Create a message on the page where a shopper on your site chooses a shipping method for an order.

To create messaging for the shipping methods page using Scriptable Cart:

1. Determine whether you need to create a custom field for your Scriptable Cart message, or use a field that exists on your Scriptable Template sales order.
   - If you choose to use a field that exists on your Scripting Template sales order, note the field's internal ID, and go to Step 3.
   - If you choose to create a Custom field for your message, go to Step 2.
2. Create a custom field for your message.
   1. Go to Customization > Lists, Records, & Fields > Transaction Column Fields > New.
   2. Enter values in the following fields:
      - **ID** – Enter a short and descriptive name for the ID.

You will use this ID in a Scriptable Cart message tag, for example:

```
<%=getField('custbody_shipinfo')%>
```

- **Type** – Select Free-Form Text.
- On the **Applies To** subtab, check the **Sale** box, and clear the **Web Store** box. The custom field is not intended to display on forms in the website, so that shoppers cannot change the values you set.
- Clear the **Store Value** field.

  3. Click **Save**.

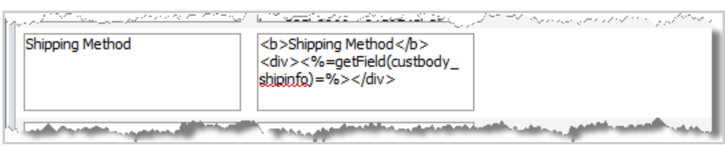
3. Go to Customization > Forms > Transaction Forms. Customize a sales order form to include the custom field you created in Step 1.
4. Write the script you will use to generate the message.

> **Note:** If you already have a script that is working properly in Scriptable Cart, save a backup version.

5. Go to Setup > Site Builder > Customize Text.
6. Click the **Headings** subtab.
7. Find **Shipping Method** on this page.

> **Note:** There are two **Shipping Method** headings on this page. The first one is the heading that appears in bold at the top of the page. The second is the heading that appears at the top of the bulleted list of shipping options.

8. Add the `getField()` tag to the field in the Customization column.

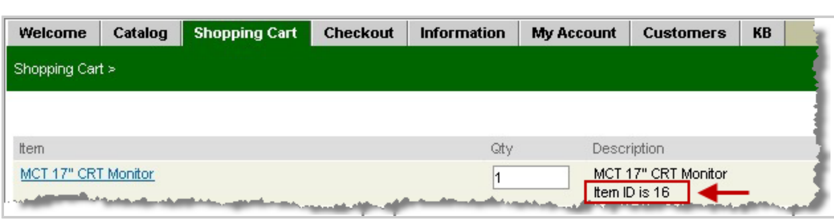


9. Click **Save**.
10. Make sure to update your scriptable template to use the sales order form with the custom fields you created for Scriptable Cart messaging.

The message you create will display on the Shipping Methods page based on the logic in your script.

Cart Line Messages

Use the `getCartLineField()` tag in the `Cart Line Message` field on a Site Theme template to display a message on any line of an order in the shopping cart.



Note that the cart line message always displays under the description field in the shopping cart. Consider using color attributes and other HTML techniques to differentiate the message from the typical descriptive text associated with an item in the cart.

The site theme template applies your message to all lines in the cart. However, you can modify your script to create different messages on different lines of the cart. To do this, use your script to set values in the custom field associated with the `getCartLineField()` tag. The per-line customization occurs on the script level, not on the template level.

To create a message that displays inline on the shopping cart:

1. Create a custom field for your message.
    1. Go to Customization > Lists, Records, & Fields > Transaction Column Fields > New.
    2. Enter values in the following fields:
        - **ID** – Enter a short and descriptive name for the ID.

          You will use this ID in a Scriptable Cart message tag, for example:

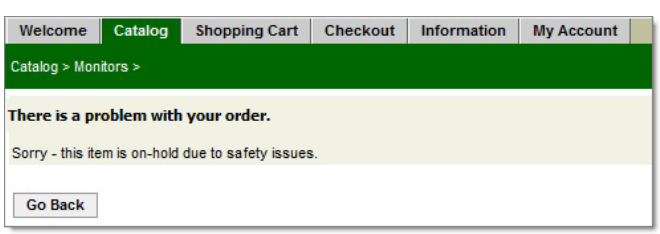
          ```
          <%=getCartLineField(’custcol_msg1’)%>
          ```

        - **Type** – Select Free-Form Text.
        - On the **Applies To** subtab, check the **Sale** box, and clear the **Web Store** box. The custom field is not intended to display on forms in the website, so that shoppers cannot change the values you set.
        - Clear the **Store Value** field.
    3. Click **Save**.
2. Go to Setup > Site Builder > Themes. Click **Edit** next to the site theme on your website.
3. Enter the `getCartLineField()` tag in the **Cart Line Message** field on the **Tabs & Buttons** subtab.

   Here, you can also add custom HTML to make your message consistent with the look and feel of your website.
4. Click **Save**.
5. Update your Scriptable Template to use the sales order form with the custom fields you created for Scriptable Cart messaging.

Custom Error Messages for ValidateLine Events

When shoppers on your site generate an error in a validateLine event, you can customize the error message on your site using customized website text, and a JavaScript alert.



Custom website text is applied to the bold text in the screenshot above. Use a JavaScript alert in your script to print the text in the second line.

To create a custom error message for validateLine events:

1. Add the logic for conditions that will trigger the error in your script attached to the scriptable template sales order form.

   Include the alert in your script. Note the code sample below:

   ```
   alert("Sorry-this item is on-hold due to safety issues.");
   return false;
   ```

2. Go to Setup > Site Builder > Customize Text.
3. Click the **Headings** subtab. Find the field containing the text, "There is a problem with your order."
4. Edit the text by adding content for the error message you want to display on your site.
5. Click **Save**.

Deploying and Running Scriptable Cart

Scriptable Cart runs customized sales order forms you select as Scripting Templates. These sales order forms contain the order while customers are shopping on your web store. Your custom SuiteScript is attached to these forms.

To run SuiteScript in the shopping cart, an administrator must enable the following features: Advanced Site Customization, Client SuiteScript.

Note that creating a script record is the first step when using SuiteScript in the shopping cart, however it is the fourth step when creating a script in a non-web store context. For general information about creating a script record, see the help topic Step 4: Create Script Record .

To deploy a script in the shopping cart:

1. Go to Customization > Forms > Transaction Forms.

   Customize a sales order form for use in the shopping cart by attaching SuiteScript. If you use terms for your customers, you must attach your script to both types of sales order forms: cash sale and invoice. For more information read the FAQ topic, Q:

   > **Note:** It is important that the fields on the custom sales order form correspond with features you have enabled in your account. For example: If you use a script that reads revenue recognition fields, you must include these fields on your custom sales order form.

2. Go to Setup > Set Up Web Site.

   If you use the Multiple Web Sites feature, click **Edit** next to a website.
3. Click the **Setup** tab.
4. In the Preferences section, check the **Scriptable Cart and Checkout** box.
5. Set the Scripting Templates for your site:
   - **Scripting Template (Credit Card)** - Select your customized Sales Order - Cash Sale form.
   - **Scripting Template (Invoice)** - Select your customized Sales Order - Invoice form.
6. Click **Save**.

Now, based on the sales order form you select as a Scripting Template, your custom script executes against data in the shopping cart.

> **Important:** When you set a script deployment record to Released, you must select the correct customer center role for the script to execute in the shopping cart. The role you select on the script deployment must be the same customer center role you have selected in the **Default Role for New Customers** field at Setup > Company > General Preferences.

Before you deploy a script to run in the shopping cart, NetSuite recommends you test your script thoroughly. For more information, see Testing and Debugging Scriptable Cart.

For more information about the client events available in the Scriptable Cart, see SuiteScript for Scriptable Cart.

Testing and Debugging Scriptable Cart

Use the topics below as guidelines for testing and debugging the scripts you create to customize the shopping cart:

- Testing Scriptable Cart
- Resolving Permission Errors in Scriptable Cart
- Debugging Your Shopping Cart Scripts Using Firebug
- Debugging Your Scriptable Cart with SuiteScript

Testing Scriptable Cart

NetSuite recommends that you test your shopping cart scripts thoroughly before using them in the web store. You have the following options for testing:

- Use a sandbox account.
- Use a testdrive account.
- Use the Multiple Web Sites feature to create a secondary website for testing purposes.
- Use a record-level script that runs only for certain user roles, by setting permissions on the script deployment. For more information, see Deploying and Running Scriptable Cart.

If you want to test a form-level script deployment, create an additional custom form that available only to your role as the tester. This way, the script would only run for you or someone in your organization with your role.

The test cases listed below will help you verify your script is running correctly:

- Visit the home page ofyour web store, log in with a customer role, and verify checking out using the web store shopping cart.
- Go to the My Accounts tab onyour web store, log in with the customer role, click Enter Sales Orders, and verify the workflow for customers who may enter orders there.

Resolving Permission Errors in Scriptable Cart

When you use custom records with Scriptable Cart, you may encounter permission errors when adding items in the shopping cart, or when attempting to check out. In most cases, careful review of the custom record you created, and the code in your script can resolve the problem.

For example, a common mistake is to code the script to use the current entity ID, and then test the script without logging in. Ensure that your script handles the case where the shopper is not logged in.

Use the guidelines listed below to help resolve any permission errors you may observe.

- Check the custom record carefully:
  - Verify that the Use Permissions box is marked.
  - Clear the Include Name Field box on the Custom Record Type page for custom records that are created by your script.
  - Clear the following boxes: Allow Attachments , Show Notes, Enable Mail Merge.
  - On the Permissions subtab, set Level to Full for the following roles: Administrator, Customer Center, Shopper.
- Review your script to verify that the record type ID you reference in your script matches the record type ID on the custom record in NetSuite.
- Verify that the column IDs you reference in your script match the column IDs on the custom record in NetSuite.
- Verify that you are correctly handling the true or false value returned in validation scripts. You must return either a true or false value in every case.
- Ensure that you use the correct search operators when creating a search filter for custom records in your script.

  For example, you may need to use “anyOf” instead of “equals.” Note that the type of column you are searching may only support a specific set of search filters. For more information, see *Supported Search Operators, Summary Types, and Date Filters* in the Help Center.

If you are still observing permission errors, try simplifying the script to its most basic components. Wrap each call in a try-catch statement, and then log any errors. See also, Scriptable Cart FAQ.

Debugging Your Shopping Cart Scripts Using Firebug

Most of the scripts you write for Scriptable Cart are client scripts. To debug your shopping cart scripts, use firebug to verify that your script runs properly in the NetSuite application. After you have verified your script works in the application, you can use SuiteScript to verify it functions properly in the web store. For more information, see Debugging Your Scriptable Cart with SuiteScript.

For debugging in the application, NetSuite recommends using Firebug which integrates with the Firefox browser. Firebug is a free client application that includes a JavaScript debugger. Use Firebug to set breakpoints in your script for investigating your code.

To debug shopping cart scripts:

1. Go to Customization > Forms > Transaction Forms. Attach your script to a Standard Sales Order - Invoice or Standard Sales Order - Cash Sale form.
2. Download Firebug.
3. Launch Firebug.

   In the **Tools** menu of the Firefox window, select Firebug, then open Firebug.
4. Log in to NetSuite.
5. Go to Customization > Forms > Transaction Forms. Select the custom sales order form that has your script attached.
6. Verify your script is running on the sales order form.

1. In the Firebug console, click **Script**, choose **Enabled**. Notice several scripts are listed in bold in the console. These are all the scripts NetSuite runs on this transaction form page.
2. Click the path to your script. Your script displays the path that ends with **/core/media.nl**. You can set break points to help you step through the code. Read the Firebug help documentation for more information on using Firebug.

7. Enter data in the sales order and submit.

Debugging Your Scriptable Cart with SuiteScript

To obtain debug messages, typically you must use record-level deployments. The steps below describe how to use a form-level deployment to generate debugging messages.

1. Go to Customization > Forms > Transaction Forms.
   a. Customize a **Standard Sales Order - Invoice**, and a **Standard Sales Order - Cash Sale** form. Do not include custom code on either form. You will use these for testing.
   b. After you create the two new forms, make a note of their Internal IDs.
2. Create an alternate version of your scriptable cart script. Keep your original script as your backup.

   At the top of each event function, add the following code:

```
if (nlapiGetFieldValue('customform') != '[InternalID of Sales Order - Invoice from Step 1]'
&&   nlapiGetFieldValue('customform') != '[InternalID of Sales Order - CashSale from Step 1]'
{
      return;
}
```

   This code ensures that the script only fires for the sales order forms you are using on the web store.

   > **Note:** Use an nlapiLogExecution() call each time you want to output a debugging message.

3. Create a new client script, and then deploy it for all sales order forms.
   a. Go to Customization > Scripting > Scripts > New > Client Script.
   b. Enter event functions, and attach any library scripts.
   c. On the **Deployments** subtab, in the **Applies to** column, select **Sales Orders**.
   d. Click **Save & Deploy**.
   e. On the **Audience** subtab of the script deployment record, make sure that **Customer Center** is selected.
4. Select the newly created sales order forms as the **Scriptable Template** for your web store.
   a. Go to Setup > Site Builder > Set Up Web Site.
   b. In the Preferences section, set the Scripting Templates for your site:
      - **Scripting Template (Credit Card)** – Select your customized Sales Order - Cash Sale form.
      - **Scripting Template (Invoice)** – Select your customized Sales Order - Invoice form.

To view execution logs, go to the script or the script deployment record, and click the Execution Log tab.

Scriptable Cart FAQ

How do I turn on the Scriptable Cart?

To use the scriptable cart, an administrator must enable the following features: Advanced Site Customization, and Client SuiteScript.

After you have turned on the required features, you can check the Scriptable Cart and Checkout box, and set the Scripting Template fields at Setup > Site Builder > Set Up Web Site.

Are there sample scripts available for testing?

Yes. for more information, see Sample Scripts for Scriptable Cart.

What is the best way to test scripts for the shopping cart?

Test your scripts in a Sandbox account before you deploy the Scriptable Cart in your live production website.

Can I use SuiteScript on forms that I use for the Customer Center?

Yes. You must customize a Standard Online Sales Order - Invoice (External) or Standard Online Sales Order - Cash Sale (External) form and then attach a client script.

Can I use SuiteScript on website registration forms?

No. SuiteScript is not compatible with online registration forms. You can use Suite Script Server Pages (SSP) for customizing the registration form. for more information, see the help topic SSP Application Overview.

Should I use form-level or record-level scripts for Scriptable Cart?

Using Form-Level Scripts in the Shopping Cart

A form-level script provides the most flexibility for multiple websites. Using a form-level script, you can create different Invoice and Cash Sale forms for use on different websites.

Note that attaching a form to a script record is the first step when using SuiteScript in the shopping cart, however it is the third step when creating a script in a non-web store context. For general information about using form-level scripts, see the help topic Step 3: Attach Script to Form.

Using Record-Level Scripts in the Shopping Cart

A record-level script can run on all sales orders in the application and on the web store. When using a record-level script in the shopping cart, you are not required to maintain more than one Sales Order - Invoice and Sales Order - Cash Sale form.

The sample scripts for Setting Quantity Limits for Customers and Setting Default Location for Web Orders, both use a script of type, User Event which requires a record-level script and a script deployment.

What type of sales order forms can I use for the Scriptable Cart?

You can customize any of the sales order transaction forms listed below by attaching a client script, and then entering the functions on the Custom Code subtab:

- Standard Sales Order - Invoice
- Standard Sales Order - Cash Sale

- Standard Online Sales Order - Invoice (External)
- Standard Online Sales Order - Cash Sale (External)

Next, go to Set Up > Web Site > Setup Web Site and select the forms, you want to use in the Scripting Template (Credit Card), and Scripting Template (Invoice) fields.

> **Note:** It is important that the fields on the custom sales order form correspond with features you have enabled in your account. For example: If you use a script that reads revenue recognition fields, you must include these fields on your custom sales order form.

What are the differences between a shopping and a checkout form?

Shoppers onyour web store must use a shopping form and a checkout form during web store checkout. You can use the same transaction form for both purposes.

The shopping form is transitory. It contains the order while customers are shopping on your site. Your custom SuiteScript is attached to the shopping form, and then used as a Scripting Template. However, when customers submit orders into NetSuite, they do so on a checkout form. The checkout form remains in the system.

During a web store sale, data is passed from the shopping form to the checkout form. The checkout form is then saved in the database, so you must ensure that fields on the shopping form correspond to fields on the checkout form.

To set up your shopping and checkout forms:

1. Go to Setup > Transactions > Transaction forms.
    a. Set up your shopping form for the Scriptable Cart: Customize a sales order form by attaching a client script, and then entering the functions on the Custom Code subtab. If you use terms for invoicing some customers, you must attach your script to both types of sales order forms: cash sale and invoice.
    b. Set up your checkout form: Identify an existing sales order form or create a customized internal sales order form for use as the checkout form.

    > **Note:** If the same custom fields do not exist on both the shopping and checkout forms, then the data that was collected by the shopping form is discarded. Also note that any client scripts attached to the checkout form do not run. The only scripts that can run on the checkout form are user-event scripts.

2. Go to Set Up > Web Site > Setup Web Site to specify the forms you want to use onyour web store for both shopping and checkout.
    a. Specify the shopping form: On the Setup subtab, select the sales order form with your script attached in one or both of the Scripting Template fields.
    b. Specify the checkout form: Click the Shopping subtab. In the Checkout Preferences section, select the sales order form (or forms) you created in Step1b.
3. Click Save.

For more information, see Deploying and Running Scriptable Cart.

On which type of form do shoppers submit web orders?

Shoppers on your website submit orders on internal sales order forms.

The forms you select on the Shopping subtab of the Setup Web Site page in the Checkout Preferences section determine the forms on which shoppers submit their web orders. You cannot select external forms for this purpose.

For more information, see Shopping Cart and Checkout Set Up.

Can I use Scriptable Cart to change the workflow of the checkout process in a web store?

No. You cannot use SuiteScript to skip pages or change the order in which checkout pages are displayed. SuiteScript is only supported in the web store shopping cart.

Does a change to the Payment Method field or any custom field on the Order Summary page trigger the Field Changed event in a scriptable cart?

Yes. The client event model is supported. For more information, see Client Events Supported in Scriptable Cart.

Can I use a Field Changed event to display an alert to the shopper?

For information about creating alerts foryour web store customers, see Creating Customer-Facing Messages from Scriptable Cart.

Note that you must use a custom body field for the message you want to display to shoppers on your site. This type of custom field is updated in place without requesting a browser refresh. You must use client-side Javascript to create an alert box.

Can I use SuiteScript to create a button on a Sales Order form that launches a Suitelet in a new window to add or update line item values in the cart?

Yes. Create a button or a link that opens the Suitelet using **window.open**. After the Suitelet finishes processing, you can write a response like this one:

```
response.write('<html><head><script>window.opener.sampleFunction();
self.close();</script></head><body></body></html>');
```

Can I give away a $100 gift certificate for free with the purchase of other goods?

Yes. You can look at the sample script provided for Creating Buy-One-Get-One-Free Coupons, and then revise it to meet your specific business needs.

Why does my script give an Invalid Field Reference error?

Invalid field errors can indicate a problem with the form you selected as the Scripting template. This error might be returned if you are using a form that does not expose fields referenced by the script on the form. Note that not all fields are exposed on the Sales Order (External) form. If you observe an error on submitting a web order, try using a customized Standard Sales Order - Invoice or Standard Sales Orders - Cash Sale form for your Scripting Template.

For example: Your script refers to a price level field, but your scripting template form does not expose the Price Level field. The web store shopper will generate an **Invalid price reference key** error when submitting an order.

Sample Scripts for Scriptable Cart

You can use the sample scripts listed below, substituting data from your account, for various web store shopping scenarios.

- Using a Third-Party Tax Calculator
- Creating Buy-One-Get-One-Free Coupons
- Dynamic Discounts
- Offering Gift Wrap on the Web Store
- Setting Quantity Limits for Customers
- Creating Time-Based Promotions
- Setting Default Location for Web Orders
- Accepting Charitable Donations

Using a Third-Party Tax Calculator

Using SuiteScript, you can send order information to a third-party remote server, and then override the tax settings on the sales order based on calculations returned by a third-party.

Setup

The only setup required for this sample script is to replace the sample URL in the script with the actual URL provided by your third-party tax calculator.

Create the Code

//BEGIN CUSTOM FUNCTIONS FOR THIRD-PARTY TAX

```
function customOnChange(type, name, linenum)
{
```

// With third-party tax calculations, it is important to capture and override any tax setting.
// The if statement below ensures that tax settings are overridden, but use this technique with
// care, as the setTaxAmount() function also sets the tax. It is critical not to trigger a
// changeField event in this function, so note that the nlapiSetFieldValue is called with the
// appropriate flags.

```
   if (name == 'promocode' || name == 'taxrate')
   {
      //alert('Onchange called for '+name);
      setTaxAmount();
   }
}

function customRecalc(type, action)
{
```

// In SuiteScript for the web store, action can only be 'commit' or 'remove.'

```
   if (type == 'item')
   {
      setTaxAmount();
   }
```

```
}
```

// END CUSTOM FUNCTIONS FOR THIRD-PARTY TAX

// BEGIN THIRD PARTY TAX

```
function setTaxAmount()
{
```

// Construct an array of values needed by the third-party tax provider to calculate tax.

```
   var postArgs = new Array();
   postArgs['zipCode'] = nlapiGetField('shipzip');
   postArgs['saleTotal'] = nlapiGetField('subtotal');
```

//Replace the URL below with your third-party tax provider.

```
   var response = nlapiRequestURL("http://www.thirdpartytaxcalculator.com", postArgs, null, nul
l);
   var body = response.getBody();
```

// Parse tax amount from the body. Your approach depends on the format of your third-party
// tax provider.

// The current script only sets the tax rate of the sales order and does not change the taxable
// status of either the customer or any of the items in the order. But, even though the taxable
// flags are not overridden by this sample script, you can override these settings if necessary.

```
   var taxRate = body;
```

// Note here not to use a field-changed event. Firing a field-changed event may cause an infinite
// loop since a change to tax-rate will alter itself.

```
   nlapiSetFieldValue('taxrate', taxRate, false /*fire field change*/, true /*synchronous*/);
}
```

// END THIRD-PARTY TAX

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Creating Buy-One-Get-One-Free Coupons

Use the Scriptable Cart to create a buy-one-get-one-free sales promotion for the web store.

You can use SuiteScript to add a free item to the order when the shopping cart contains an item you identify as the trigger item. By entering the coupon code you specify in the script, the shopper triggers the addition of the free item to the shopping cart. The script becomes inactive when the coupon expires, or when the item is out of stock.

Setup

Use the steps below to create the promotion code and set up the item records required to run the sample script.

This sample script is triggered to add a free computer mouse to the order, when the shopper enters BOGO as the coupon code, and the impressivo computer system exists in the shopping cart.

To use the code sample successfully, you must complete the following setup steps.

1. Create a promotion code named **BOGO**. Entering the coupon code will trigger the script to run.

   Go to Lists > Marketing > Promotion Codes. For more information about entering promotion codes, see the help topic Promotions.
2. Select the item that must be in the shopping cart to receive the free item.

   Go to Lists > Items. Click **Edit** next to an item.

   This item's internal ID must be referenced in the script. In the code sample below, this is the Impressivo System (internal ID 5).
3. Select an item to offer free of charge when the Impressivo System is added to the cart.

   Go to Lists > Items. Click **Edit** next to an item.

   Reference the internal ID for the free item in the script. The free item in the sample is a computer mouse (internal ID 59)

> **Note:** When you use SuiteScript to set quantity and price, you must set quantity first, and then set the price.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR BOGO

```
function customInit(type)
{
//nlapiLogExecution('ERROR', 'Logging is working', 'Message from script using new execute log A
PI');
return;
}
```

// Note that the customOnChange function will trigger on a FieldChanged client event.

```
function customOnChange(type, name, linenum)
{
if (name == 'promocode')
{
bogo('commit');
}
}
function customRecalc(type, action)
{
```

// In SuiteScript for the web store, action can only be 'commit' or 'remove.'

```
if (type == 'item')
{
bogo(action);
}
}
```

// END CUSTOM FUNCTION FOR BOGO

// BEGIN BOGO

```
function bogo(action)
{
   var mouseId = 59;
   var impressivoId = 5;
   var promoEnabled = isNotEmpty(nlapiGetFieldText('promocode')) && nlapiGetFieldText('promocod
e') == 'BOGO';
```

// Verify the computer (Impressivo) and the free mouse exist in the list of items in the order.

```
   var freeMouseLine = -1;
   var freeMouseQty = 0;

   var impressivoLine = -1;
   var impressivoQty = 0;
   var numItems = nlapiGetLineItemCount('item');
```

// Do not do any processing if adding a free mouse.

```
   if (nlapiGetCurrentLineItemValue('item', 'item') == mouseId &&
      nlapiGetCurrentLineItemValue('item', 'rate') == 0 && action == 'commit')
   {
      debug('Adding free mouse - no processing');
      return;
   }
```

// Search the sales order for the trigger item and the free item.

```
   for (var line = 1; line <= numItems; line++)
   {
      var itemId = nlapiGetLineItemValue('item','item',line);
      var itemQty = parseInt(nlapiGetLineItemValue('item', 'quantity', line));
```

// If a mouse is found with a rate of 0.00, this is the free mouse.

```
      if (itemId == mouseId && nlapiGetLineItemValue('item','rate',line) == 0)
      {
         freeMouseLine = line;
         freeMouseQty = freeMouseQty + itemQty;
      }
```

// If an Impressivo is found, remember the line number and quantity.

```
      if (itemId == impressivoId)
```

```
      {
         impressivoLine = line;
         impressivoQty = impressivoQty + itemQty;
      }
   }
   debug('Action '+action+' mouse line='+freeMouseLine+' qty='+freeMouseQty+' impressivo line='
+impressivoLine+' qty='+impressivoQty);
```

// If the shopper enters the BOGO coupon, and the Impressivo is in the shopping cart, and the
// free mouse is not in the shopping cart, add the mouse to the shopping cart free of charge.

```
   if (promoEnabled && impressivoLine > 0 && freeMouseLine < 0 && action == 'commit')
   {
      debug('Adding free mouse');
```

// Insert the mouse

```
      nlapiSelectNewLineItem('item');
      nlapiSetCurrentLineItemValue('item', 'item', mouseId, true, true);
      nlapiSetCurrentLineItemValue('item', 'quantity', impressivoQty, true, true);
      setCurrentLineRate(0);
```

```
      var desc = nlapiGetCurrentLineItemValue('item','description');
      nlapiSetCurrentLineItemValue('item','description', desc+' (FREE)', true, true);
      desc = nlapiGetCurrentLineItemValue('item','description');
      debug('New description is '+desc);
      nlapiCommitLineItem('item');
   }
```

// If the BOGO coupon is no longer valid, and the shopping cart contains the free mouse and
// the Impressivo computer, remove the free mouse.

```
   if (!promoEnabled && action == 'commit' && impressivoQty > 0 && freeMouseLine > 0)
   {
      debug('Selecting free mouse line');
      nlapiSelectLineItem('item', freeMouseLine);
      debug('Deleting free mouse on line '+freeMouseLine+' because of change in promo code');
      nlapiRemoveLineItem('item', freeMouseLine);
   }
```

// If the trigger item (Impressivo computer) is deleted from the cart, then remove the free
// mouse form the shopping cart.

```
   if (action == 'remove' && impressivoLine < 0 && freeMouseLine > 0)
   {
      debug('Selecting free mouse line');
      nlapiSelectLineItem('item', freeMouseLine);
      debug('Deleting free mouse on line '+freeMouseLine+' because of deletion of the impressiv
o');
nlapiRemoveLineItem('item', freeMouseLine);
}
```

// If the trigger item quantity does not match the free item quantity in the cart, then update

// free item quantity to match the trigger item quantity.

```
if (action == 'commit' && impressivoLine > 0 && freeMouseLine > 0 && impressivoQty != freeMouse
Qty)
{
debug('Updating mouse quantity to '+impressivoQty);
nlapiSelectLineItem('item', freeMouseLine);
nlapiSetCurrentLineItemValue('item', 'quantity', impressivoQty, true, true);
nlapiCommitLineItem('item');
}
debug('Bogo script complete');
}
function debug(msg) { alert(msg); }
```

// END BOGO

// BEGIN UTILITY FUNCTIONS

```
function isEmpty(val)
{
return (val == null || val == '');
}
function isNotEmpty(val)
{
return !isEmpty(val);
}
function getVal(colName, linenum)
{
return nlapiGetLineItemValue('item',colName,linenum);
}
```

// This function updates the rate and also recalculates the correct value for amount.

```
function setCurrentLineRate(rate)
{
nlapiSetCurrentLineItemValue('item', 'rate', rate, true, true);
var qty = parseInt(nlapiGetCurrentLineItemValue('item', 'quantity'));
var amount = qty * rate;
nlapiSetCurrentLineItemValue('item', 'amount', amount, true, true);
}
```

// This function returns a map with the internal ID for the item as the key and the total
// quantity for that item in the value. It sums items when the same item appears on different
// lines on the sales order. If passed a non-null filter value, item types that match the filter are
// excluded.

```
function getItemMap(excludeFilter)
{
if (isNotEmpty(excludeFilter))
{
debug('getItemMap called with filter '+excludeFilter);
}
var itemMap = new Array();
var numLines = nlapiGetLineItemCount('item');
for (var i=1; i<= numLines; i++)
```

```
{
```

// Include only items that match the filter.

```
var itemType = nlapiGetLineItemValue('item','itemtype',i);
if (isNotEmpty(excludeFilter) && itemType == excludeFilter)
{
debug('Ignoring line '+i+', itemType '+itemType+' excluded');
continue;
}
var itemId = nlapiGetLineItemValue('item','item',i);
var nextQty = parseInt(nlapiGetLineItemValue('item','quantity',i));
debug('Item'+itemId+' of type '+itemType+' added to item map');
if (itemId in itemMap)
{
```

// Add the quantities if other lines in the sublist include the same item.

```
nextQty = nextQty + parseInt(itemMap[itemId]);
}
debug('Item Id '+itemId+' has updated quantity to '+nextQty+' because of line #'+i);
itemMap[itemId] = nextQty;
}
return itemMap;
}
```

// This function rounds the input to two decimal places.

```
function roundOff(amount)
{
   return Math.round(amount*100000)/100000;
}
```

// END UTITLITY FUNCTIONS

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Dynamic Discounts

Use SuiteScript to apply a discount to an order when the total in the shopping cart reaches or exceeds the threshold order amount that you set for each currency you use online.

There are two different approaches you can use:

- Create a discount item for applying the discount to web orders.

  You will reference this discount item in your script. The advantage of using this approach is that the discount is subtracted from the total amount in the cart, so the order subtotal is consistent between the cart and the order confirmation page. Also, the shopper can override the discount by entering a promotion code. This approach is used in the sample script provided here.

- Create a promotion code to use in your script for applying the discount.

  Based on the total order amount in the shopping cart, your script will change whatever promotion code the shopper entered to the promotion code you created. Note that the promotion code that triggers the discount will be visible to shoppers, so they may be able to share it.

Setup

Use the steps below to create the discount item and the custom records required to run the sample script.

1. Create a discount item record. The value you enter in the **Rate** field is the discount amount applied to all orders that reach or exceed the threshold amount you set.
   - Go to Lists > Accounting > Items > New.
   - Select **Discount**.
   - Enter a name for the discount, select an **Account**, and enter a value in the **Rate** field.
   - Click **Save**.
2. Create a new custom record type to track the order amount required to receive a discount for each currency you use on your web store.
   a. Go to Customization > Lists, Records, & Fields > Record Type > New.
   b. In the **Label** field, enter a name for this custom record.
   c. In the **ID** field enter **_threshold**.

      > **Note:** After you save the custom record, the value for ID automatically changes to **custrecord_threshold**. The sample script depends on this value for ID.

   d. Check the following boxes on the Custom Record Type page: **Include Name**, **Use Permissions**, and **Show Notes**. Clear all other check boxes.
   e. On the Permissions subtab set permissions as described below. Note that your script will rely upon the permissions you set here to access information in the custom records.
      - Select **Shopper** in the **Role** column; set the **Level** column to **View**. Click **Done**.
      - Select **Customer Center** in the **Role** column; set the **Level** column to **View**. Click **Done**.
3. Click **Save**.
4. On the **Fields** subtab, click **New Fields** to add two new fields to this custom record.
   a. The first field is **Threshold Currency** this is a list field where you can select each currency exposed in your web store. Later, you will link this field to the threshold amount an order must exceed to receive the discount.
      - In the **Label** field, enter **Threshold Currency**.
      - In the **ID** field, enter **_currencyid**.

        > **Note:** After you save the new field, the value for ID automatically changes to **custrecord_currencyid**. The sample script depends on this value for ID.

      - In the **Type** list, select **List/Record**.
      - For **List/Record**, select **Currency**.

> **Note:** Currency only displays as an option in this list if you use the Multiple Currencies feature.

- Check the **Store Value** box and the **Show in List** box.
- On the **Validation & Defaulting** subtab, check the **Mandatory** box.
- On the **Access** subtab, set **Default Access** Level to **Edit**. Also set the **Default Level** for **Search/Reporting** to **Edit**.
- Click **Save**.

b. The second field on the custom record is **Discount Threshold**. This field will contain the order total amount required in the shopping cart to receive the discount.

- In the **Label** field, enter **Discount Threshold**.
- In the **ID** field, enter **_discount_threshold**.

> **Note:** After you save the new field, the value for ID automatically changes to **custrecord_discount_threshold**. The sample script depends on this value for ID.

- In the **Type** list, select **Currency**.
- Check the **Store Value** box and the **Show in List** box.
- On the **Validation & Defaulting** subtab, check the **Mandatory** box.
- On the **Access** subtab, set **Default Access Level** to **Edit**. Also set the **Default Level for Search/Reporting** to **Edit**.
- Click **Save**.

5. Go to Customization > Lists, Records, & Fields > Record Types. Click on the custom record you created in Step 1.
6. On the Custom Record Type page, click **View Records**.
7. Click **New** at the bottom of the page to enter records for each currency available on your website.

Edit | View	Name	Threshold Currency	Discount Threshold
Edit | View	EURO	Euro	10.00
Edit | View	USA	USA	10.00

For example, if you use two currencies, USA and Euro, create two records for this custom record type each named for a different currency. On each record, select the appropriate currency in the Threshold Currency list. Next, in the Discount Threshold field, enter the amount shoppers must reach or exceed to receive the discount.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR DYNAMIC DISCOUNT

```
function customOnChange(type, name, linenum)
{
   if (name == 'promocode')
   {
      calculateDiscount();
```

```
    }
}

function customRecalc(type, action)
{
```

// On the web store, action can only be 'commit' or 'remove'.

```
    if (type == 'item')
    {
        calculateDiscount();
    }
}
```

// END CUSTOM FUNCTIONS FOR DYNAMIC DISCOUNT

// DYNAMIC DISCOUNT

```
function calculateDiscount()
{
```

// ID of the discount that will be applied.

```
    var discountId = 383;
    var currencyId = nlapiGetFieldValue('currency');
    var customerId = nlapiGetFieldValue('entity');

    if (isEmpty(currencyId) || isEmpty(customerId) || customerId == '0')
    {
        return;
    }
```

//Load custom threshold record for this currency

```
    debug('Loading threshold record for currency id '+currencyId);
    var filter = new nlobjSearchFilter('custrecord_currencyid', null, 'is', currencyId);
    var column = new nlobjSearchColumn('custrecord_discount_threshold');
    var searchresults = nlapiSearchRecord('customrecord_threshold', null, filter, column);
    var subtotal = parseFloat(nlapiGetFieldValue('subtotal'));
    debug('Subtotal is '+subtotal);
```

// If there is no value for threshold associated with a currency or discount, remove the
// discount line.

```
    if (isEmpty(searchresults))
    {
        debug('No threshold for this currency, removing discount');
        nlapiSetFieldValue('discountitem', '');
    }

    if (isNotEmpty(searchresults))
    {
```

// Get the threshold value and current subtotal.

```
      var threshold = searchresults[0].getValue('custrecord_discount_threshold');
      debug('Threshold for this currency is '+threshold);
```

// If a threshold exists, and the promotion code does not exist, then add a promocode when the
// threshold is exceeded.

```
      if (subtotal >= threshold)
      {
         debug('Our subtotal '+subtotal+' is over the threshold of '+threshold+' - adding disco
unt');
         nlapiSetFieldValue('discountitem', discountId);
      }
```

// If a threshold value exists, and the promotion code exists, then remove the discount line
// when the order total is below the threshold.

```
      if (subtotal < threshold)
      {
         debug('Subtotal below threshold of '+threshold+' - removing discount');
         nlapiSetFieldValue('discountitem', '');
      }
   }
}
```

// BEGIN UTILITY FUNCTIONS

```
function isEmpty(val)
{
   return (val == null || val == '');
}

function isNotEmpty(val)
{
   return !isEmpty(val);
}

function getVal(colName, linenum)
{
   return nlapiGetLineItemValue('item',colName,linenum);
}

function debug(val)
{
   nlapiLogExecution('DEBUG', val);
}
```

// END UTILITY

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Offering Gift Wrap on the Web Store

The code sample below depends on a custom item field you create that contains the gift wrap price. When the shopper in the web store checks a box on an item record, the script adds a line item for gift wrap to the sales order.

> **Important:** Per line item taxing must be disabled to use scriptable cart for offering gift wrap in the web store. Note that when the charge for gift wrap is inserted into the sales order, a tax code is not specified for per line item taxing.

Setup

Use the steps below to create the custom fields, and the gift wrap item record required to run the sample script.

1. Create a custom field on item records for giftwrap pricing.
    a. Go to Customization > Lists, Records, & Fields > Item Fields > New.
    b. In the Label field, enter **Gift Wrap Price**.
    c. On the **Applies To** subtab, check the boxes for the item types you offer for sale online.
    d. In the **Type** list, select **Currency**.
    e. Click **Save**.
2. Create a transaction item option on item records to show the value you enter in the Gift Wrap Price field.
    a. Go to Customization > Lists, Records, & Fields > Transaction Item Options > New.
    b. In the **Label** field, enter **Gift Wrap Cost**.
    c. In the **ID** field, enter **giftwrapcost**.

    > **Note:** After you save the transaction item option, the value for ID automatically changes to **custcolgiftwrapcost**. The sample script depends on this value for ID.

    d. In the **Type** list, select **Currency**.
    e. On the **Applies To** subtab:
        - Check the **Sale** box.
        - Check the **Web Store** box.
        - In the **Items** list, select the items for which you offer gift wrap
    f. On the **Display** subtab, set **Display type** to disabled. This step prevents shoppers on the web store shopper from changing the gift wrap price you set.
    g. On the **Sourcing & Filtering** subtab:
        - Set the **Source List** to **Item**.
        - Select **Gift Wrap Price** in the **Source From** list.
    h. Click **Save**.
3. Create a second transaction item option to display a check box on the web store where shoppers can trigger the script by flagging an item for gift wrap.
    a. Go to Customization > Lists, Records, & Fields > Transaction Item Options > New.

b. In the **Label** field, enter **Gift Wrap**.

c. In the **ID** field, enter **giftwrapped**.

> **Note:** After you save the transaction item option, the value for ID automatically changes to **custcolgiftwrapped**. The sample script depends on this value for ID.

d. Set the **Type** list to **Check box**.

e. On the **Applies to** subtab:

- Check the **Sale** box.
- Check the **Web Store** box.
- Select the items for which you offer gift wrap in the Items list.

f. Click **Save**.

4. Create the gift wrap item record to be added to orders where the shopper checked the Gift Wrap box.

    a. Go to Lists > Accounting > Items > New.

    b. Select a **Non-inventory Item** type.

    c. In the **Item Name/Number** field, enter **Gift Wrap**.

    d. Check the **Display in Web Site** box. This is required so the gift wrap item can be added to the cart along with the item to be gift wrapped.

    e. Enter a price on the item record.

    f. Click **Save**.

    > **Note:** Remember the internal ID number for this gift wrap item. You will use it in the Scriptable Cart code sample.

5. Create a third transaction item option for the script to capture the internal ID for the gift wrap item record. This field is not visible to shoppers.

    a. Go to Customization > Lists, Records, & Fields > Transaction Item Options > New

    b. In the **Label** field, enter **Gift Wrap Item ID**.

    c. In the **ID** field, enter **giftwrapitemid**.

    > **Note:** After you save the transaction item option, the value for ID automatically changes to **custcolgiftwrapitemid**. The sample script depends on this value for ID.

    d. Set the **Type** list to **Free-Form Text**.

    e. On the **Applies to** subtab:

    - Check the **Sale** box.
    - Check the **Web Site** box.
    - Check the **Hidden** box.

    f. On the **Display** subtab, set **Display Type** to **Hidden**.

    g. Click **Save**.

6. Create a transaction body field to detect recursion of the `recalc` function. Using this flag allows new lines to be inserted into the item machine without triggering the script to run multiple times.

    a. Customization > Lists, Records, & Fields > Transaction Body Field > New.

b. In the **Label** field, enter **processing**.

c. In the **ID** field, enter **processing**.

> **Note:** After you save the transaction item option, the value for ID automatically changes to **custbodyprocessing**. The sample script depends on this value for ID.

d. On the **Applies to** subtab, check the **Sale** box.

e. On the **Display** subtab, set **Display Type** to Hidden.

f. Click **Save**.

Create the Code

//BEGIN CUSTOM FUNCTIONS FOR GIFT WRAP

```
function customRecalc(type, action)
{
```

// In Scriptable Cart, action can only be 'commit' or 'remove'.

```
if (nlapiGetFieldValue('custbodyprocessing') == "T") {return;}
nlapiSetFieldValue('custbodyprocessing', "T");
if (type == 'item')
{
   try
   {
      recalcGiftWrap(action);
   }
   finally
   {
      nlapiSetFieldValue('custbodyprocessing',"F");
```

}

}

//END CUSTOM FUNCTIONS FOR GIFT WRAP

//BEGIN GIFT WRAP

```
function recalcGiftWrap(action)
{
   debug('Giftwrap recalc called for '+action);
```

// Substitute the internal ID for the gift wrap item you created in your account.

```
   var giftwrapId = 386;
```

// Array of gift wrapped items and their quantities.

```
   var wrappedItemsQty = new Array();
```

// Array of internal item IDs and their associated gift wrap prices and their corresponding gift
// wrap line numbers.

```
var wrapCost = new Array();
var itemDesc = new Array();
var wrapLines = new Array();
var numlines = nlapiGetLineItemCount('item');
debug('numlines = '+numlines);
for (var i=1; i <= numlines; i++)
{
   var itemId = getVal('item', i);
```

// If a line with gift wrap is found, then note the line and go to the next line.

```
   if (itemId == giftwrapId)
   {
      var relatedItemId = getVal('custcolgiftwrapitemid', i);
      wrapLines[relatedItemId] = i;
      continue;
   }

   if (isEmpty(getVal('custcolgiftwrapcost', i)))
   {
```

// Ignore any items with no gift wrap cost.

```
      debug("ignoring line "+i+", giftwrapcost is "+getVal('custcolgiftwrapcost', i));
      continue;
   }
```

// Store the gift wrap cost and description for this item.

```
   wrapCost[itemId] = getVal('custcolgiftwrapcost', i);
```

// This item has a gift wrap cost, so accumulate it in our map.

```
   var lineQty = parseInt(getVal('quantity', i));
```

// Count this row as zero if the gift wrap check box is false and remove any gift wrap items that
// are not needed.

```
   if (getVal('custcolgiftwrapped',i) == 'F') { lineQty = 0; }

   if (itemId in wrappedItemsQty)
```

// Accumulate the quantity.

```
   {
      wrappedItemsQty[itemId] = wrappedItemsQty[itemId] + lineQty;
   }
   else
   {
      wrappedItemsQty[itemId] = lineQty;
```

// Initialize.

```
      }
      debug('Accumulated giftwrap qty for item '+itemId+' is '+wrappedItemsQty[itemId]);
   }
```

// Look at each giftwrapped item and make sure that the quantities are correct.

```
   for (var nxtItem in wrappedItemsQty)
   {
      var numWrapsNeeded = wrappedItemsQty[nxtItem];
      debug(numWrapsNeeded+' wraps needed for item '+nxtItem);
```

// If a row exists for an item that includes gift wrap, check if it needs to be updated.

```
      if (nxtItem in wrapLines)
      {
         var giftWrapLineNum = wrapLines[nxtItem];
         var numWrapsCurrent = getVal('quantity', wrapLines[nxtItem]);
```

// Update the quantity on the gift wrap item if needed.

```
         if (numWrapsCurrent != numWrapsNeeded)
         {
            debug('Update to '+numWrapsNeeded+ ' giftwraps needed for item ID '+nxtItem+' line
 '+giftWrapLineNum);
            nlapiCommitLineItem('item');
            nlapiSelectLineItem('item',giftWrapLineNum);
            nlapiSetCurrentLineItemValue('item', 'quantity', numWrapsNeeded,true);
 debug('Current Gift Wrap Quantity is ' + nlapiGetCurrentLineItemValue('item','quantity'));
            nlapiCommitLineItem('item');
         }
      }
      else if (numWrapsNeeded > 0)
```

// If a gift wrap item does not exist, but it is needed, insert it.

```
      {
         debug('Insert '+numWrapsNeeded+' giftwraps found for item ID '+nxtItem);
         nlapiSelectNewLineItem('item');
         nlapiSetCurrentLineItemValue('item', 'item', giftwrapId, true , true);
```

// Set quantity first, and rate second, because changing quantity automatically updates the rate.

```
         nlapiSetCurrentLineItemValue('item', 'quantity', numWrapsNeeded, false , true);
         setCurrentLineRate(wrapCost[nxtItem]);
         nlapiSetCurrentLineItemValue('item', 'custcolgiftwrapitemid', nxtItem, false, true);
         nlapiCommitLineItem('item');
      }
   }
```

// Finally, look for orphan gift wrap items and delete them.

```
   for (var nxtItem in wrapLines)
   {
```

```
      if (!(nxtItem in wrappedItemsQty))
      {
         var line = wrapLines[nxtItem];
         debug('Orphan giftwrap found for item '+nxtItem+' on line '+line);
         nlapiSelectLineItem('item', line);
         nlapiRemoveLineItem('item', line);
      }
   }
}
```

// END GIFT WRAP

// BEGIN UTILITY FUNCTIONS

```
function isEmpty(val)
{
return (val == null || val == '');
}
function isNotEmpty(val)
{
return !isEmpty(val);
}
function getVal(colName, linenum)
{
return nlapiGetLineItemValue('item',colName,linenum);
}
```

// This function updates the rate and also recalculates the correct value for amount.

```
function setCurrentLineRate(rate)
{
   nlapiSetCurrentLineItemValue('item', 'rate', rate, true, true);
   var qty = parseInt(nlapiGetCurrentLineItemValue('item', 'quantity'));
   var amount = qty * rate;
   nlapiSetCurrentLineItemValue('item', 'amount', amount, true, true);
}
```

// This function returns a map with the internal ID for the item as the key and the total
// quantity for that item in the value. It sums items when the same item appears on different
// lines on the sales order. If passed a non-null filter value, item types that match the filter are
// excluded.

```
function getItemMap(excludeFilter)
{
   if (isNotEmpty(excludeFilter))
   {
      debug('getItemMap called with filter '+excludeFilter);
   }
   var itemMap = new Array();
   var numLines = nlapiGetLineItemCount('item');
   for (var i=1; i<= numLines; i++)
   {
```

// Include only items that match the filter.

```
      var itemType = nlapiGetLineItemValue('item','itemtype',i);

      if (isNotEmpty(excludeFilter) && itemType == excludeFilter)
      {
         debug('Ignoring line '+i+', itemType '+itemType+' excluded');
         continue;
      }

      var itemId = nlapiGetLineItemValue('item','item',i);
      var nextQty = parseInt(nlapiGetLineItemValue('item','quantity',i));
      debug('Item '+itemId+' of type '+itemType+' added to item map');

      if (itemId in itemMap)
      {
```

// Add the quantities if other lines in the list machine include the same item.

```
         nextQty = nextQty + parseInt(itemMap[itemId]);
      }

      debug('Item Id '+itemId+' has updated quantity to '+nextQty+' because of line #'+i);
      itemMap[itemId] = nextQty;
   }
   return itemMap;
}
```

// This function rounds the input to two decimal places.

```
function roundOff(amount)
{
   return Math.round(amount*100000)/100000;
}
function debug(msg) { alert(msg); }
```

// END UTITLITY FUNCTIONS

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Setting Quantity Limits for Customers

Use SuiteScript to restrict the quantity of an item that can be purchased over the lifetime of the customer.

The sample script provided here restricts the quantity of items based on the value in a custom field that you add to the item record. When a shopper adds an item that has an allotment amount to the cart, a custom record is created to track the quantity sold .

> **Note:** You must create a User Event script deployment record for the customAfterSubmit() function. All other custom functions can exist on a Client Event script record if you are working with record-level scripts. If you are working with form-level scripts enter the custom functions on the Custom Code subtab on the custom transaction record, and create a User Event script for the AfterSubmit function. For more information, see Using Record-Level Scripts in the Shopping Cart.

Setup

Use the steps below to create custom fields and custom records required to run the sample script.

1. Create a custom field to hold the allotment value on item records.
   a. Go to Customization > Lists, Records, & Fields > Item Fields > New.
   b. In the **Label** field, enter a name for the custom field. For example, **Item Allotment**.
   c. In the **Type** field, select **Integer Number**.
   d. Check the **Store Value** box.
   e. On the **Applies To** subtab, select **Inventory Item**.
   f. Click **Save**.
2. Create custom transaction column field for displaying the Allotment value for each item on the transaction record.
   a. Go to Customization > Lists, Records, & Fields > Transaction Column Fields > New.
   b. In the **Label** field, enter a column name. For example, **Default Allotment**.
   c. In the **Type** field, select **Integer Number**.
   d. Check the **Store Value** box.
   e. On the **Applies To** subtab, check the following boxes: **Sale Item**, **Store Item**, and **Hidden**.
   f. On the **Sourcing & Filtering** subtab,
      - Set the **Source List** to **Item**
      - In the **Source From** field, select the custom field you created in Step 1.
   g. On the Access subtab:
      - Set **Default Access Level** to **Edit**.
      - Set **Default Level for Search/Reporting** to **Edit**.
   h. Click **Save**
3. Create a custom record for tracking customer allotments.
   a. Go to Customization > Lists, Records, & Fields > Record Types > New.
   b. In the **Name** field, enter a name for this record. For example, **Allotments**.
   c. In the **ID** field, enter **_allotments.**

      > **Note:** After you click save, the value for **ID** automatically changes to **custcol_allotments**. The sample script depends on this value for ID.

   d. Clear the **Include Name Field** box.
   e. On the **Permissions** subtab, set the following values:
      - In the **Role** column, select **Customer Center**, and then set **Level** to **Full**. Click **Add**.
      - In the **Role** column, select **Shopper**, and then set **Level** to **Full**. Click **Add**.

- In the **Role** column, select **Administrator**, and then set **Level** to **Full** (for testing in the application). Click **Add**.
- Click **Save**.

4. Create three new fields on the custom record.

   Go to Customization > Lists, Records, & Fields > Record Types. Click the **Custom Record** you created in Step 3.

   a. On the **Fields** Subtab, click **New Field** to create a field for capturing the customer record internal ID.

      - In the **Label** field, enter **Customer ID**.
      - In the **ID** field, enter _ **customer**.

        > **Note:** After you click **Save**, the value for **ID** automatically changes to **custrecord_customer**. The sample script depends on this value for ID.

      - In the **Type** field, select **List/Record**.
      - Check the **Store Value** box.
      - Check the **Show in List** box.
      - Click Save.

   b. Click New Fields again to create a field for the item record internal ID.

      - In the **Label** field, enter **Item ID**.
      - In the **ID** field, enter _ **item**.

        > **Note:** After you click save, the value for ID automatically changes to **custrecord_item**. The sample script depends on this value for ID.

      - In the **Type** field, select **List/Record**.
      - In the **List/Record** field, select **Item**.
      - Check the **Store Value** box and the **Show in List** box.
      - On the **Validation & Defaulting** subtab, check the **Mandatory** box.
      - Click **Save**.

   c. On the **Fields** Subtab, click **New Field** to create a field for keeping track of the number remaining in each customer's allotment.

      - In the **Label** field, enter **Number Remaining**.
      - In the **ID** field, enter _**remaining**.

        > **Note:** After you click save, the value for ID automatically changes to **custrecord_remaining**. The sample script depends on this value for ID.

      - In the **Type** field, select **Integer Number**.
      - Check the **Store Value** box.
      - Check the **Show in List** box.
      - Click **Save**.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR ALLOTMENTS

```
function customValidateLine(type)
{
```

// In web store scripts line inputs only needed to be validated on the item sublist.

```
   if (type != 'item')
   {
      return true;
   }
```

// Note that validation routines are called in a different way than other events because the
// return value of each function must be tested before going on to the next function. If any
// function returns false, then stop processing and return false.

```
   if (!verifyAllotments())
   {
      return false;
   }
```

// All validations passed. Return true.

```
   return true;
}
```

// This custom function will be run after a sales order is saved. Because only User Event scripts
// have an afterSubmit event, you must create a separate User Event script record.

```
function customAfterSubmit()
{
   return updateAllotmentsOnSave();
}
```

//END CUSTOM FUNCTIONS FOR ALLOTMENTS

//BEGIN ALLOTMENTS

```
function verifyAllotments()
{
```

// Get current item and customer.

```
   var custId = nlapiGetFieldValue('entity');
   var itemId = nlapiGetCurrentLineItemValue('item', 'item');
   debug('Customer ID: '+custId+', Item Id: '+itemId);
```

// First, check to see if this item has a value for the allotment custom field. If not, ignore the
// validation and allow the line item to be entered. Not all items will have a value for allotment.

```
   var allotmentDefault = nlapiGetCurrentLineItemValue('item','custcol_allotmentdefault');
   debug('Allotment default for item '+itemId+' is '+allotmentDefault);
   if (isEmpty(allotmentDefault))
   {
```

```
        debug('Empty allotment default - ignore validation');
        return true;
    }
```

// If the shopper has not logged in, the allotment record cannot be found. Set the value for the
// number remaining in the allotment to the value in the Allotment custom field on the item.
// Note that this sample script does not include an alert for shoppers about the allotment
// quantity.

```
    var remaining = allotmentDefault;

    var allotmentRec = getAllotmentRecord(custId, itemId, allotmentDefault);
    if (allotmentRec != null)
    {
```

// When the shopper logs in, find the allotment record. Get the number remaining in the
// allotment for this customer.

```
        remaining = allotmentRec.getFieldValue('custrecord_remaining');
    }
```

// Calculate the current total quantity for this item to check if it exceeds the customer's
// allotted quantity.

```
    var qty = parseInt(nlapiGetCurrentLineItemValue('item','quantity'));
    var currentIndex = nlapiGetCurrentLineItemIndex('item');
```

// Because the order can contain multiple line items for the same line, look for the items in
// other lines and add the quantities together to get an accurate count.

```
    var numLines = nlapiGetLineItemCount('item');
    for (var i=1; i<= numLines; i++)
    {
```

// Skip the line currently selected because it was already counted.

```
        if (i == currentIndex) { continue; }
        var nxtItemId = nlapiGetLineItemValue('item','item',i);
        if (nxtItemId == itemId)
        {
            qty = qty + parseInt(nlapiGetLineItemValue('item','quantity',i));
        }
    }

    debug('Current quantity for item '+itemId+' is '+qty);

    if (qty > remaining)
    {
```

// If quantities are added that exceed the current allotments, refuse the entry.

```
        alert('You are only allotted '+remaining+' of this item - please reduce your order');
```

```
      return false;
   }

   return true;
}
```

// This function is called when the sales order is saved.

```
function updateAllotmentsOnSave()
{
   var custId = nlapiGetFieldValue('entity');
   var numLines = nlapiGetLineItemCount('item');
   var allottedItemQty = new Array();
   debug('Allotment update called for customer '+custId);
```

// First, get the total item count for each item.

```
   var itemMap = getItemMap();
```

// Then construct a map of the current allotments for each item.

```
   var allottedMap = new Array();

   for (var i=1; i<= numLines; i++)
   {
      var defaultAllotment = nlapiGetLineItemValue('item', 'custcol_allotmentdefault', i);
```

// If this item doesn't have allotments, then skip it.

```
      if (isEmpty(defaultAllotment))
      {
         debug('Line '+i+' has no default allotments. Skipping.');
         continue;
      }

      var itemId = nlapiGetLineItemValue('item','item',i);
      if (!(itemId in allottedMap))
      {
```

// If this item ID does not exist in the map, then load the allotment record.

```
         debug('Getting allotment rec for item ID '+itemId);
         var rec = getAllotmentRecord(custId, itemId, nlapiGetLineItemValue('item','custcol_all
otmentdefault', i));
         allottedMap[itemId] = rec;
      }
   }
```

// Now, update each custom record with the new value for the allotted number remaining.

```
   for (itemId in allottedMap)
   {
```

```
      rec = allottedMap[itemId];
      var remaining = rec.getFieldValue('custrecord_remaining');
      var qty = itemMap[itemId];

      if (qty > remaining)
      {
         alert('You are only allotted '+remaining+' of this item - please reduce your order');
         return false;
      }
```

// Set the record with the new quantity, and then save it.

```
      var newQty = remaining - qty;
      rec.setFieldValue('custrecord_remaining', newQty);
      debug('Updating custom record to new qty = '+newQty+' for item ID '+itemId);
      nlapiSubmitRecord(rec, true);
   }

   return true;
}
```

// This function returns a custom record for allotments for this customer-item
// combination. If an allotment record does not exist for this customer and item combination, it
// will create one with the original allotment specified on the item record. If the
// customer ID is null or zero (0), the shopper has not logged in, and should not be given a
// record. Instead, restrict the shopper to the default value until they log in.

```
function getAllotmentRecord(custId, itemId, allotmentDefault)
{
```

// Before doing anything else, check for anonymous shoppers. If an anonymous shopper is
// detected, return null for an allotment record. Any script that calls this function should check
// for null values before proceeding to read the outgoing record.

```
   if (isEmpty(custId) || custId == '0')
   {
      return null;
   }
```

// Define two filters, one for item and one for the customer.

```
   var filters = new Array();
   filters[0] = new nlobjSearchFilter('custrecord_customer', null, 'anyOf', custId);
   filters[1] = new nlobjSearchFilter('custrecord_item', null, 'anyOf', itemId);

   try
   {
      var searchresults = nlapiSearchRecord('customrecord_allotments', null, filters, null);
   }
   catch (err)
   {
      debug('Error during allotment record retrieval: '+err.description);
   }
```

```
   var rec;

   if (isEmpty(searchresults))
   {
      debug('No record found for item '+itemId+' and customer ID '+custId+' - creating a new on
e');
```

// If no records are found, then create a new record to track this customer-item combination.

```
      rec = nlapiCreateRecord('customrecord_allotments');
      rec.setFieldValue('custrecord_customer', custId);
      rec.setFieldValue('custrecord_item', itemId);
      rec.setFieldValue('custrecord_remaining', allotmentDefault);
      nlapiSubmitRecord(rec);
   }
   else
   {
```

// The record was found. Get the remaining quantity.

```
      rec = nlapiLoadRecord(searchresults[0].getRecordType(), searchresults[0].getId());
      debug('Custom record found; remaining '+rec.getFieldValue('custrecord_remaining')+' found
 for item '+itemId+' and customer ID '+custId);
   }

   return rec;
}
```

// UTILITY FUNCTIONS

```
function isEmpty(val)
{
   return (val == null || val == '');
}

function isNotEmpty(val)
{
   return !isEmpty(val);
}

function getVal(colName, linenum)
{
   return nlapiGetLineItemValue('item',colName,linenum);
}
```

// This function returns a map with the internal ID for the item as the key and the total
// quantity for that item in the value. It sums items when the same item appears on different
// lines on the sales order. If passed a non-null filter value, item types that match the filter are
// excluded.

```
function getItemMap(excludeFilter)
{
   if (isNotEmpty(excludeFilter))
```

```
   {
      debug('getItemMap called with filter '+excludeFilter);
   }

   var itemMap = new Array();
   var numLines = nlapiGetLineItemCount('item');

   for (var i=1; i<= numLines; i++)
   {
```

// Include only items that match the filter.

```
      var itemType = nlapiGetLineItemValue('item','itemtype',i);
      if (isNotEmpty(excludeFilter) && itemType == excludeFilter)
      {
         debug('Ignoring line '+i+', itemType '+itemType+' excluded');
         continue;
      }

      var itemId = nlapiGetLineItemValue('item','item',i);
      var nextQty = parseInt(nlapiGetLineItemValue('item','quantity',i));

      debug('Item '+itemId+' of type '+itemType+' added to item map');

      if (itemId in itemMap)
      {
```

// If other line items exist with the same item, then add the quantities together.

```
         nextQty = nextQty + parseInt(itemMap[itemId]);
      }

      debug('Item Id '+itemId+' has updated quantity to '+nextQty+' because of line #'+i);
      itemMap[itemId] = nextQty;
   }

   return itemMap;
}

function debug(val)
{
   nlapiLogExecution('DEBUG', val);
}
```

//END UTILITY FUNCTIONS

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Creating Time-Based Promotions

You can offer items online for a special sale price that is valid only for a set amount of time. The script you create recognizes the date and time when the sale price is no longer valid, and reverts the price displayed online back to the original.

Setup

Follow the setup steps below to create three custom item fields and three corresponding item option fields that display information about the discount to shoppers onyour web store.

1. Create three custom item fields.

   Go to Customization > Lists, Records, & Fields > Item Fields > New. In the sample script, custom item fields were created as follows:

   a. Discount Price

      - In the **Label** field, enter **Discount Price**.
      - In the **ID** field, **enter _discountprice**.

        > **Note:** After you save the custom item field, the value for ID automatically changes to **custitem _discountprice**. The sample script depends on this value for ID.

      - Set **Type** to **Currency**
      - Check the **Store Value** box.
      - On the **Applies To** subtab, check the boxes next to the item type for which you will offer this discount.
      - Click **Save**.

   b. Discount Expiration Date

      - In the **Label** filed, enter **Discount Expiration Date**.
      - In the **ID** field, **enter _discountexpirationdate**.

        > **Note:** After you save the custom item field, the value for ID automatically changes to **custitem _discountexpirationdate**. The sample script depends on this value for ID.

      - Set **Type** to **Date**.
      - Check the **Store Value** box.
      - On the **Applies To** subtab, check the boxes next to the item type for which you will offer this discount.

   c. Discount Expiration Time

      - In the **Label** field, enter **Discount Expiration Time**.
      - In the **ID** field, enter **_discountexpirationtime**.

        > **Note:** After you save the custom item field, the value for ID automatically changes to **custitem _discountexpirationtime**. The sample script depends on this value for ID.

      - Set **Type** to **Time of Day**.

- On the **Applies To** subtab, check the boxes next to the item type for which you will offer this discount.

2. Create three transaction item options at Customization > Lists, Records, & Fields > Transaction Item Options.

> **Note:** Shoppers on your web store will see the fields you create below. Create field labels for these transaction item options and set the order in which they display so that they make sense to online shoppers.

a. Discount Price Column

- In the **Label** field, enter **Special Sale Price**.
- In the **ID** field, enter **_discountprice**.

> **Note:** After you save the custom item option, the value for ID automatically changes to **custcol _discountprice**. The sample script depends on this value for ID.

- Set the **Type** field to **Currency**.
- Check the **Store Value** box.
- On the **Applies to** subtab, check the **Sale** and **Web Store** boxes.
- On the **Display** tab, set **Display Type** to **Disabled**.
- On the **Sourcing & Filtering** subtab, set **Source List** to **Item**, and **Source From** to **Discount Price**.
- Click **Save**.

b. Discount Expiration Date

- In the **Label** field, enter **Special sale ends on**.
- In the **ID** field, enter **_discountexpirationdate**.

> **Note:** After you save the custom item option, the value for ID automatically changes to **custcol _discountexpirationdate**. The sample script depends on this value for ID.

- Set **Type** to **Date**.
- Check the **Store Value** box.
- On the **Applies to** subtab, check the **Sale** box, and the **Web Store** box.
- On the **Display** tab, set **Display Type** to **Disabled**.
- On the **Sourcing & Filtering** subtab, set **Source List** to **Item**, and **Source From** to **Discount Expiration Date**.
- Click **Save**.

c. Discount Expiration Time

- In the **Label** Field, enter **Discount expires at**.
- In the **ID** field, enter **_discountexpirationtime**.

> **Note:** After you save the custom item option, the value for ID automatically changes to **custcol _discountexpirationtime**. The sample script depends on this value for ID.

- Set the **Type** field to **Time of Day**.
- On the **Applies to** subtab, check the **Sale** box and the **Web Store** box.
- On the Display tab, set Display Type to Disabled.
- On the **Sourcing & Filtering** subtab, set **Source List** to **Item**, and **Source From** to **Discount Expiration Time**.
- Click **Save**.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR TIME BASED DISCOUNT

```
function customValidateLine(type)
{
```

// All validations occur in the item tab.

```
   if (type != 'item')
   {
      return true;
   }
```

// Note that validation routines are called differently from other events, because the return
// value of each function must be tested before going on to the next function. If any function
// returns false, stop processing and return false.

```
   if (!applyTimedDiscount())
   {
      return false;
   }
```

// All validations passed, so return true

```
   return true;
}
```

// END CUSTOM FUNCTIONS FOR TIME BASED DISCOUNT

//BEGIN TIME BASED DISCOUNT

```
function applyTimedDiscount()
{
```

// First get the current date and time.

```
    var now = new Date();
```

// Next, get the expiration date and time from the current line.

```
    var expDate = nlapiGetCurrentLineItemValue('item','custcol_discountexpirationdate');
    var expTime = nlapiGetCurrentLineItemValue('item','custcol_discountexpirationtime');
    var discountPrice = nlapiGetCurrentLineItemValue('item','custcol_discountprice');

    if (isEmpty(expDate) || isEmpty(expTime) || isEmpty(discountPrice))
    {
```

// If the information is incomplete, do not give a discount for this item.

```
        return true;
    }

    var expDateTime = new Date(expDate+' '+expTime);

    alert('Expiration date time is '+expDateTime);

    if (now.getTime() < expDateTime.getTime())
    {
```

// Override the current price with the discount price.

```
        alert('Discount applies - set the new price of '+discountPrice);
        setCurrentLineRate(discountPrice);
    }
```

// If the promotion has ended, do not to throw an error. Instead, add the item at regular price
// to the order.

```
    return true;
}
```

// UTILITY FUNCTIONS

```
function isEmpty(val)
{
    return (val == null || val == '');
}

function isNotEmpty(val)
{
    return !isEmpty(val);
}
```

// This function will update the rate and also recalculate the correct value for amount.

```
function setCurrentLineRate(rate)
{
```

```
    nlapiSetCurrentLineItemValue('item', 'rate', rate, true, true);
    var qty = parseInt(nlapiGetCurrentLineItemValue('item', 'quantity'));
    var amount = qty * rate;
    nlapiSetCurrentLineItemValue('item', 'amount', amount, true, true);
}
```

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Setting Default Location for Web Orders

You can set a default location on web store orders to offer accurate shipping estimates online. The sample script provided below assigns a location to each order based on the items available in stock.

The sample script uses a function that implements a basic algorithm to determine which location should appear on the sales order. The quantities available in each location are compared to the quantities requested for the items on the sales order. If there are no locations with enough quantity available, then the location you specify in the script is selected for the order.

> **Note:** You must create a User Event script deployment record for the customBeforeSubmit() function. All other custom functions can exist on a Client Event script record if you are working with record-level scripts. If you are working with form-level scripts enter the custom functions on the Custom Code subtab on the custom transaction record, and create a User Event script for the BeforeSubmit function. For more information, see Using Record-Level Scripts in the Shopping Cart.

Setup

The sample script does not require any custom fields or records. This script requires that you create a record-level script of type User Event to define the BeforeSubmit function.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR SETTING LOCATIONS FOR WEB ORDERS

// This custom function is run immediately before a sales order is saved.

```
function customBeforeSubmit()
{
    debug('Before Submit is called');
    return chooseLocation();
}
```

//END CUSTOM FUNCTIONS FOR SETTING LOCATION

//BEGIN LOCATION

```
function chooseLocation()
{
```

// Get entire quantities of all inventoried items in the sales order. Note that optional filtering
// criteria is used when calling the getItemMap() function to exclude noninventory items.

```
var itemMap = getItemMap('NonInvtPart');
var numLines = nlapiGetLineItemCount('item');
var goodLocations = new Array();
var badLocations = new Array();
```

// Get available quantities for each location of each item on the order.

```
   for (itemId in itemMap)
   {
      debug('Loading record for item id '+itemId);
      var rec = nlapiLoadRecord('inventoryitem', itemId);
      debug('Item record '+itemId+' loaded - getting location count');
      var locCount = rec.getLineItemCount('locations');
      debug('Starting loop for '+locCount+' locations');
      for (var i=1; i <= locCount; i++)
      {
         var locId = rec.getLineItemValue('locations', 'location', i);
         var onhand = rec.getLineItemValue('locations', 'quantityavailable', i);
```

// Current quantity of item is stored under itemMap[itemId] if there is enough quantity
// available for this order at this location, add it to the good location list.

```
         if (itemMap[itemId] <= onhand)
         {
            debug('Location '+locId+' has '+onhand+' available - added to good list');
            goodLocations[locId] = true;
         }
```

// If there is not enough quantity for the item, then add this location to the bad location list.

```
         if (itemMap[itemId] > onhand)
         {
            debug('Location '+locId+' has '+onhand+' available - added to bad list');
            badLocations[locId] = true;
         }
      }
   }
```

// Take any bad locations out of the good list.

```
   for (locId in badLocations)
   {
      delete goodLocations[locId];
   }

   var finalLocation = 1;   // default in the case of no good locations found
```

```
   for (goodLoc in goodLocations)
   {
      debug('Location '+goodLoc+' can provide for all items in the sales order - setting locati
on to this');
      finalLocation = goodLoc;
      break;
   }

   nlapiSetFieldValue('location', finalLocation, true, true);
   return true;

}
```

// END LOCATION

// BEGIN UTILITY FUNCTIONS

```
function isEmpty(val)
{
   return (val == null || val == '');
}

function isNotEmpty(val)
{
   return !isEmpty(val);
}
```

// This function will return a map with the internal IDs for the item as the key and the total
// quantities for that item in the value. It will sum up any items in the items sublist on the sales
// order. If passed a non-null filter value, will exclude item types that match the filter.

```
function getItemMap(excludeFilter)
{
   if (isNotEmpty(excludeFilter))
   {
      debug('getItemMap called with filter '+excludeFilter);
   }

   var itemMap = new Array();
   var numLines = nlapiGetLineItemCount('item');

   for (var i=1; i<= numLines; i++)
   {
```

// Include only items that match the filter.

```
      var itemType = nlapiGetLineItemValue('item','itemtype',i);
      if (isNotEmpty(excludeFilter) && itemType == excludeFilter)
      {
         debug('Ignoring line '+i+', itemType '+itemType+' excluded');
         continue;
      }

      var itemId = nlapiGetLineItemValue('item','item',i);
      var nextQty = parseInt(nlapiGetLineItemValue('item','quantity',i));
```

```
      debug('Item '+itemId+' of type '+itemType+' added to item map');

      if (itemId in itemMap)
      {
```

// Add the quantities together if other line items in the items sublist on the sales order exist
// with the same item.

```
         nextQty = nextQty + parseInt(itemMap[itemId]);
      }

      debug('Item Id '+itemId+' has updated quantity to '+nextQty+' because of line #'+i);
      itemMap[itemId] = nextQty;
   }

   return itemMap;
}

function debug(val)
{
   nlapiLogExecution('AUDIT', val);
}
```

// END UTILITY FUNCTIONS

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.

Accepting Charitable Donations

Use SuiteScript to accept charitable contributions on your website.

Create an item record for display on the web store as a charitable donation item. The shopper adds this item to the shopping cart and enters the amount of donation he or she wants to make. After the item is added to the cart, the total amount of the order is recalculated to include the non taxable donation.

Setup

Use the steps below to create the charitable donation item record, and custom item options required to run the sample script. Note that you must complete the following setup steps to use the code sample successfully.

1. Create a non-inventory item for sale. This will be the Charitable Contribution item displayed on the web store.
   a. Go to Lists > Items > New. Click Non-inventory For Sale.
   b. Check the **Display in Web Site** box.

c. On the **Pricing** subtab, set the base price to 0.00.

d. On the **Store** subtab, select a **Site Category** to display the item on your website.

> **Note:** By default, items that do not have a price specified on the item record, display a default message on the web store. To change this message, go to Setup > Site Builder > Customize Text.

On the **Messages** subtab, enter a custom message to replace the value in the **Default Text** column.

2. Create a transaction item option custom field linked to the Charitable Contribution item you created in Step1.

   a. Go to Customization > Lists, Records, & Fields > Transaction Item Options.

   b. In the **Label** field, enter a name for this item option.

   c. In the **ID** field, enter **_contribution**.

   > **Note:** After you save the transaction item option, the value for ID automatically changes to **custcol_contribution**. The sample script depends on this value for ID.

   d. On **Applies To** subtab, check the **Web Store** box, and the **Sale** box.

   e. In the **Items** multiple select list, choose the item created in Step 1.

Create the Code

// BEGIN CUSTOM FUNCTIONS FOR CHARITABLE CONTRIBUTIONS

```
function customValidateLine(type)
{
```

// All validations occur in the item tab.

```
   if (type != 'item')
   {
      return true;
   }
```

// Note that validation routines are called differently from other events, because the return
// value of each function must be tested before going on to the next function. If any function
// returns false, stop processing and return false.

```
   if (!charity())
   {
      return false;
   }
```

// All validations passed. Return true.

```
   return true;
}
```

//END CUSTOM FUNCTIONS FOR CHARITY CONTRIBUTION

ORACLE NETSUITE

///CHARITY CONTRIBUTION

```
function charity()
{
```

// Internal ID of the charity item record.

```
   var charityId = 384;
```

// Ignore any items other than the charity item record.

```
   if (charityId != nlapiGetCurrentLineItemValue('item', 'item'))
   {
      return true;
   }

   debug('Charity item detected');
```

// Validate that the amount in the custom field is greater than zero.

```
   var contribAmount = nlapiGetCurrentLineItemValue('item','custcol_contribution');

   debug('Contribution '+contribAmount+' read in');

   if (isEmpty(contribAmount) || contribAmount <= 0)
   {
      alert('You must contribute an amount that is greater than zero!');
      return false;
   }

   debug('Contribution valid - setting the item rate');
```

// Set the price of the line item to the contribution amount.

```
   setCurrentLineRate(contribAmount);

   return true;
}
```

///END CHARITY CONTRIBUTION

//BEGIN UTILITY FUNCTIONS

```
function isEmpty(val)
{
   return (val == null || val == '');
}

function isNotEmpty(val)
{
   return !isEmpty(val);
}
```

// This function updates the rate and recalculates the value for amount.

```
function setCurrentLineRate(rate)
{
   nlapiSetCurrentLineItemValue('item', 'rate', rate, true, true);
   var qty = parseInt(nlapiGetCurrentLineItemValue('item', 'quantity'));
   var amount = qty * rate;
   nlapiSetCurrentLineItemValue('item', 'amount', amount, true, true);
}
```

//END UTILITY FUNCTIONS

Deploy Your Script to the Shopping Cart

NetSuite recommends that you test your script thoroughly before running it in the shopping cart. You must follow a series of steps to load the script into your NetSuite account, and then run the script for testing purposes.

For details, see Deploying and Running Scriptable Cart.