WebD71 Tabs

Each tab in WebD71 is shown in the following pages. The text data supplied on a tab may appear on a single web page or throughout the website. For each text field in each screen shot there is a blue button (**1**) link to the corresponding generated web page(s) where the text data appears. Hopefully, if words fail to describe the text data to website relationship, seeing it should succeed.

1. General

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WebD71 2.2 (19 April 2003)

Click each of the tabs in order. Personalize the site by supplying the requested data. Required fields are indicated by *.

| 9. Pricing | 10. Colors | 11. PayPal | 12. Technical | 13. Generate / Exit | About WebD71 | Agreement |

| 1. General | 2. Languages | 3. Links | 4. Company | 5. About | 6. List Text | 7. Confirm Text | 8. Other Text |

Select the site navigation style, and if either PIN or BIB, the text for the locate button. If either PIN or BIB is selected then text is required for the *Locate* button.

Navigation style
- ⦿ Events
- ◯ PIN
- ◯ BIB

| Locate button | Get photos |

2. Languages

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If you plan to have a single language site, then leave all fields on this tab blank. If you want a multilanguage site, then fill in the fields. The *Language Link* field becomes the link text visible on the website. The Language Directory field indicates the directory in the website structure where the files will reside. The language directory is generated automatically by WebD71.

3. Links

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On this tab you specify the text used for each of the possible links. If you have chosen either PIN or BIB navigation scheme, the *Events Link* is not used. The *Link* text appears on the website. The *Link Header* is the text which appears at the top of the associated page. When you are generating a multilanguage site, on each generation pass, you will update the text in each tab. If you selected english and german, on the first pass, you would enter english text for the link and link header. On the second pass, you would supply the german text. When entering the second language text, you will want to take advantage of shifting the keyboard text language through Windows Control Panel.

4. Company

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The *Company Name* appears on all of the website pages. The postal address information appears only on the About pages.These postal address fields are optional. The *eMail address* is the link associated with the *Contact Us* link.

5. About

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Enter the text for each paragraph on the About page. Text in any paragraph is optional. Line breaks and tabs are converted to spaces. The text is not restricted to English. You can use any language.

Paragraph 1 *

Paragraph 2

Paragraph 3

Paragraph 4

Information here feeds the About page. At least one paragraph of information is required, however, this could be a single blank. You are limited to 4 paragraphs. You can embed HTML within the supplied text. You enter data using any combination of *Paragraph* fields. This would give you extra spacing between paragraphs.

6. List Text

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WebD71 2.0 (22 February 2002)

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The page which lists the photographs has several text fields. Enter an introduction. Change the text for column headers or labels. Line breaks and tabs are converted to spaces. The text is not restricted to English. You can use any language.

Field	Value
Introduction *	In the list below, click the thumbnail to view the image at a
Image *	Image
Negative Identifier *	Negative Identifier
Quantity *	Quantity
Size *	Size
Complete ... *	Complete the order or send comments
Supply ... *	Please supply the following information to complete your order.
Name *	Name
eMail *	eMail
Phone *	Phone
Comments *	Comments
Submit *	Submit the order
Reset *	Reset

All of this text appears on the website page which lists the photographs at an event. This is a case where seeing the generated page will be the best explanation. The generated page uses HTML tables. As you enter text, you should realize the tables will "flow" based on the length of the text. However, there are practical limits.

7. Confirm Text

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The Order Confirmation page has several labels and statements. The text is not restricted to English. You can use any language.

Header *	Order Confirmation
has ordered: *	has ordered:
Shipping *	Shipping
Total *	Total
Confirmation *	Your order has been sent via eMail.

The text on this tab appears on the Order Confirmation page.

8. Other Text

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Three different pages are affected by the text entered here. Foremost is index.htm, which is the first page a customer will see. The *Introduction* text is the first brief paragraph description they will see. For example, for a wedding photographer, it could state that you have been doing wedding for over 10 years and outdoor weddings in black and white are your specialty. Or for a sports photographer, it could include the sports you cover, and your affiliated newspaper.

The *Event Date* and *Event Description* appear on the page listing the events you have covered. The site consistently uses the phrase event. Other terms or synonyms exist; assignment, wedding, outing, or game.

The *Service Description* and *Service Price* are column headings which show on the Services pages. Again there are other synonyms for services, which you may find more appropriate or appealing.

9. Pricing

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Indicate whether a product is offered and the price. If a product is included then it must have a price.

Include / Exclude	Item	Price
✔	5 x 7	
✔	8 x 10	
✔	11 x 14	
✔	20 x 30	
✔	Digital 5 x 7	
✔	Digital 8 x 10	
✔	Digital 11 x 14	
✔	Digital 20 x 30	
✔	Original slide	
✔	Original negative	
✔	Appointment	
✔	Shipping	
✔	Tax	

These are the products you may or may not offer. If you do not sell digital prints, then you would uncheck the digital prints listed. For any print or product included, there must be a price. The price listed here is displayed on the Services pages, but is also used on the Order Confirmation page for each order. The appointment price can be text, in the case where you do not want to state your hourly rate.

10. Colors

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The generated website uses only 3 colors. All pages use the same background color, text color, and color for the column headings. Click the radio button for the color you wish to set. For the background, the option to use a repeating textured GIF exists. A quick preview is available through the "Preview" button. A more impressive preview is available after the website is generated.

- ○ **Background for text**
- ○ **Text**
- ○ **Heading**
- ○ **Background for images**

Background Images

| None |
| Brown 60 |
| Brown 80 |
| Brown 100 |
| Blue 60 |
| Blue 80 |
| Blue 100 |
| Red 60 |

Current settings:

Background (DDDDDD)

Text (000000)

Heading (FFCC99)

Background image (Brown 60)

Preview

Default colors

The text and heading are limited to colors. The background for the site and the background for the higher resolution images can be colors or a repeating image. If you want to use colors, then specify a *Background for Images* of *None*. Otherwise click the gif you wish to use.

The *Preview* button, pops up a simple representation of the site. Use it to get an idea of what it looks like. Once the site is generated, the /preview directory provides a much more accurate presentation of the site.

The *Default Colors* button resets the colors to default gray, black, and tan.

11. PayPal

WebD71 2.2 (19 April 2003)

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PayPal is an excellent internet accessible third party for accepting payments. PayPal can accept credit cards.

☑ Activate PayPal interface

PayPal ID *	
PayPal Button URL *	http://www.paypal.com/...
PayPal confirmation header *	PayPal payment confirmed
PayPal confirmation text	Thank you. Your prints will ship.
PayPal cancel header *	PayPal payment cancelled
PayPal cancel text	Payment cancelled. Visit the site at another time to complete payment.
Complete purchase *	Pay for your prints now.
PayPal introduction	<A href="http://www.paypal.com" target="_blank">PayPal</A>, a division of

Optionally, you can generate a website which interfaces with PayPal. This gives your customers the option of paying you directly or via PayPal. PayPal accepts credit cards. Clicking *Activate PayPal interface*, builds the interface. The PayPal ID is obtained from the PayPal website, www.paypal.com. A limited number of PayPal payment buttons are available at the PayPal website, *Sell* wizard. Select a button, generate the HTML, and cut/paste the button link into *PayPal Button URL*.

12. Technical

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WebD71 2.2 (19 April 2003)

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The website runs on a UNIX platform, using PERL scripting, and UNIX Sendmail. You will need to contact the technical staff at your web site host for the settings. The UNIX defaults are supplied to assist you with your questions to the technical staff of your website host.

Website URL *	www.company.com
Destination eMail *	you@hotmail.com
PERL Path *	/usr/local/bin/perl
CGI-LIB Path *	/home/web/cgi-bin
Sendmail Path *	/usr/sbin/sendmail
Utility PIN *	0000
Site PIN *	0

When requesting a Site Pin from the website, the URL you need to supply is the URL in the *Website URL* field.

13. Generate / Exit

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This page is activated once you have read and accepted the software agreement. If you do not understand and accept the agreement, then just exit. We are done.

The *Save* button validates the data you have supplied and saves it to a text file (.txt). In the standard edition of the product neither the input directory nor output directory can be changed. The input directory is always the product CD. The output directory is always c:\WebD71.

The *Generate* button uses the supplied data to generate a reviewable version of your ecommerce site (\preview directory) and a working version (\web directory). Before publishing your site from the \web directory, review it. It is possible and suggested

that with WebD71 running, you open the preview version of the website, \preview\index.htm. With both applications open, make changes in WebD71, Save, Generate, and then Refresh the page in your browser. Very shortly, you will arrive at settings that satisfy you.

About WebD71

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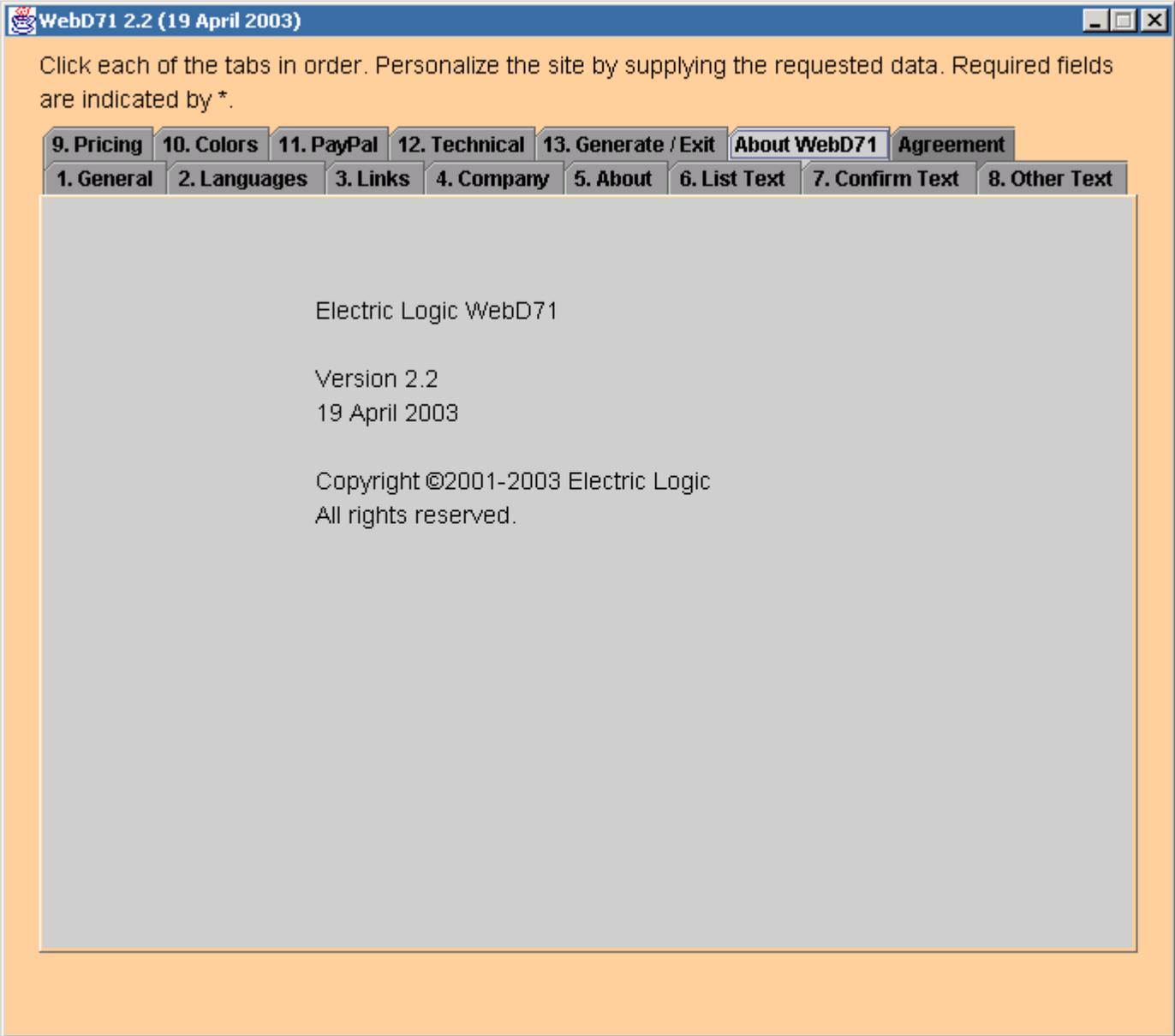
When reporting a problem, the version number and date should accompany a description of the problem.

WebD71 Generated E-commerce Site

Index Page (INDEX.HTM)
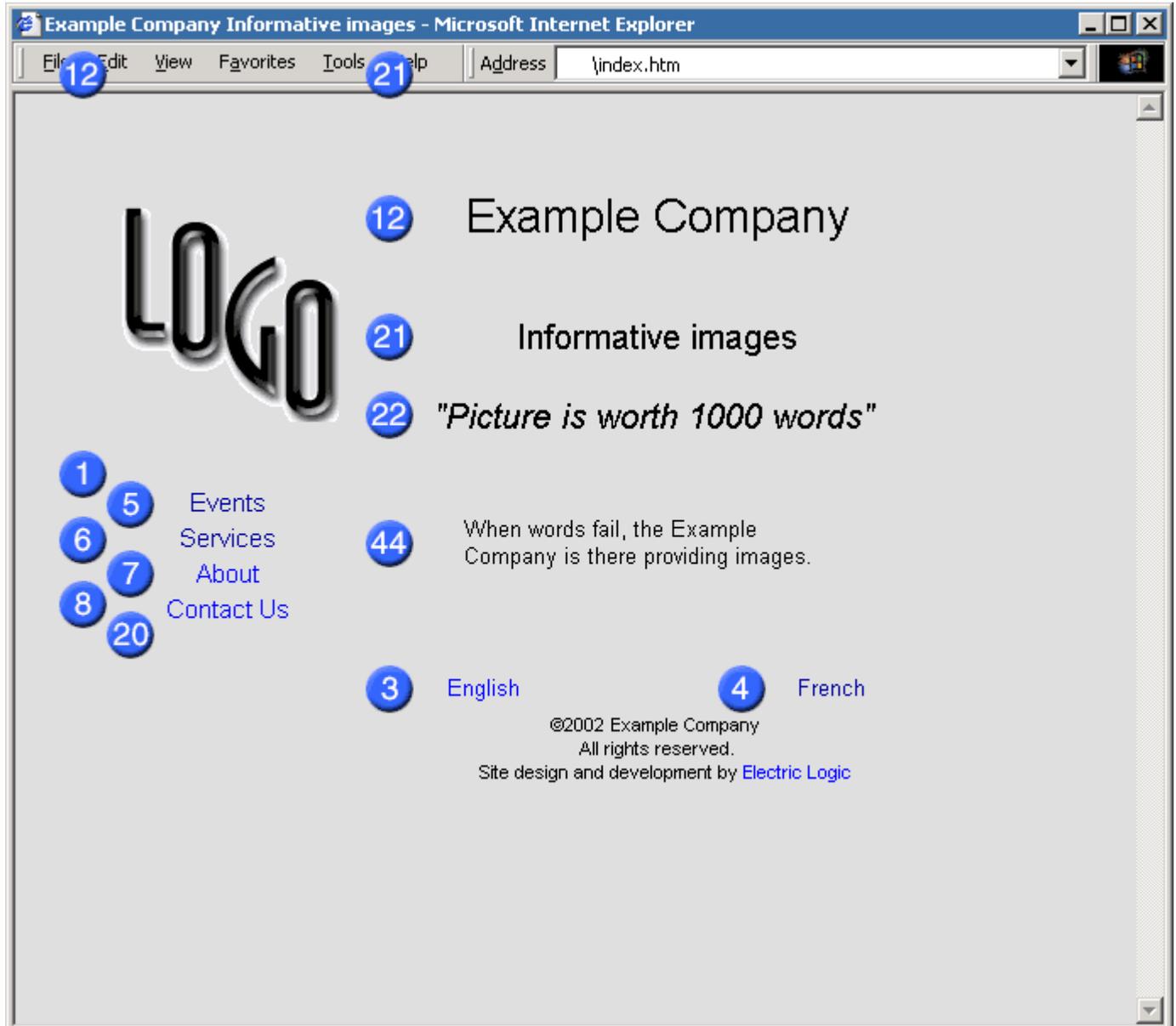
The first page a customer sees when visiting your site. Index.htm is the default page presented by the webserver when a page is not specified. This sample shows you a page generated with multiple-languages. Index.html is also generated for you.

If your website host has *directory browsing* enabled, you would want to put index.html in each directory you have created. If *directory browsing* is disabled (the preferred situation) entering *your URL/info* should yield an HTTP Forbidden page.

Services Page (EG210.CGI)
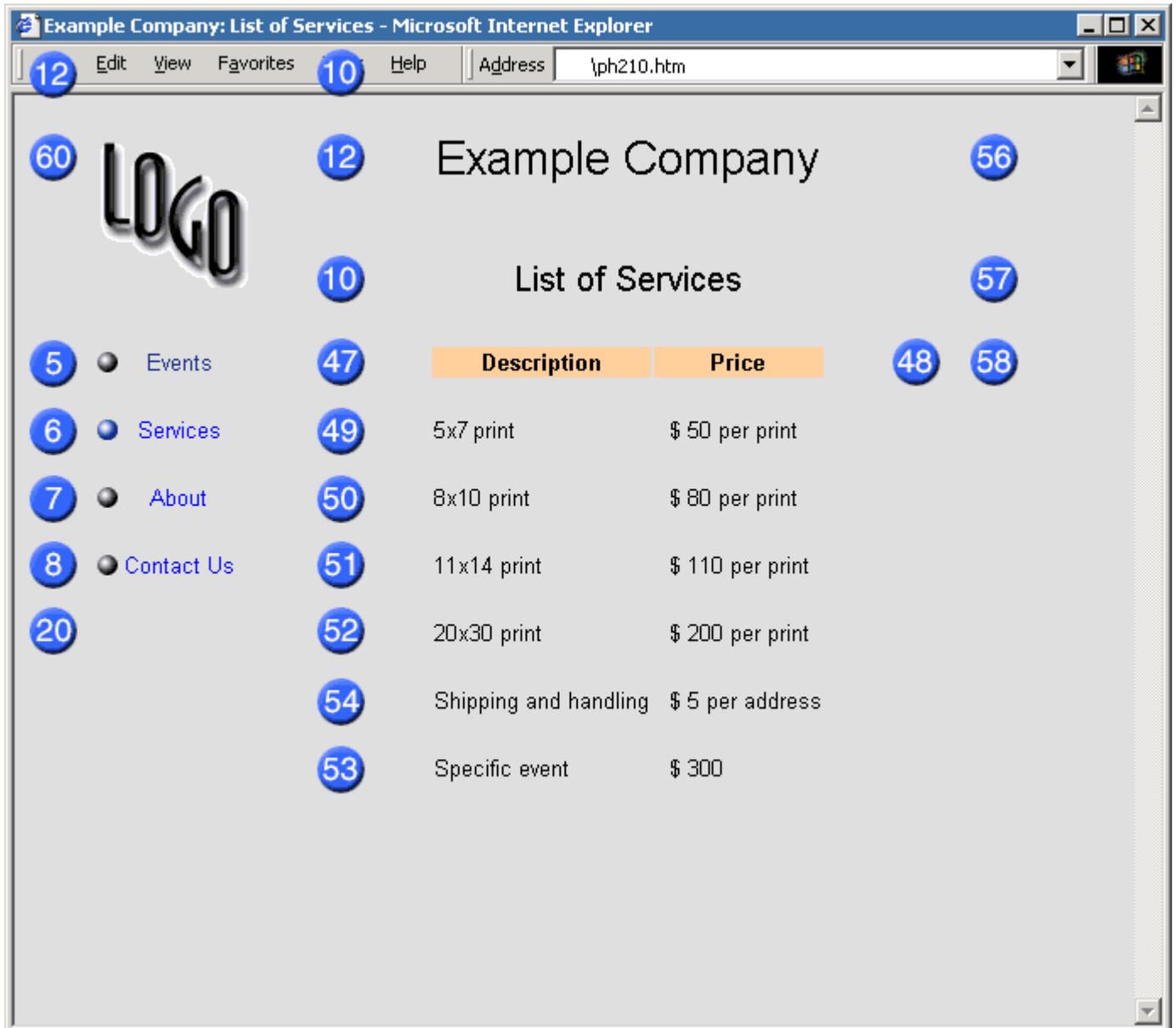
On this page, only the services which you have checked as include will appear.

About Page (EG510.HTM)
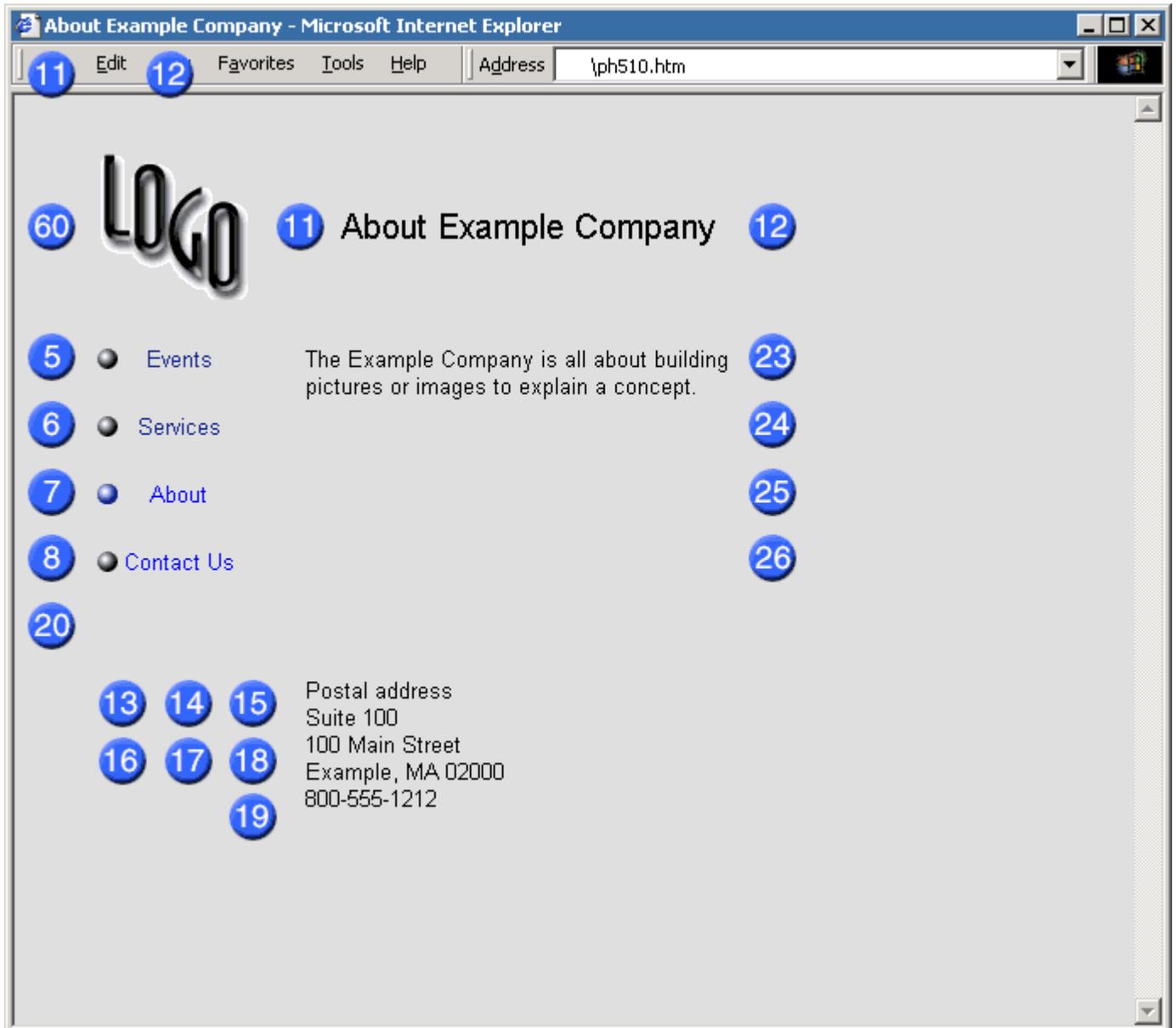
This page is a description of you and your photography business. It is also the page where your postal address appears.

Events List Page (EG010.CGI)

This page appears when you have chosen the *Events* navigation skeleton. For *PIN* and *BIB* navigation skeletons, this page is skipped. As stated earlier, it is important to realize the site is not restricted to Events. For a nature photographer this could be a list of the groupings which you sell. Example groupings are: Birds, Scenics, and B&W Flowers. This page is generated based on the information stored in the file assign.txt. See the section Assign.txt File which describes in detail the relationship between the data in assign.txt and the resulting HTML page.

List of Photographs Page (TOP) (EG100.CGI)
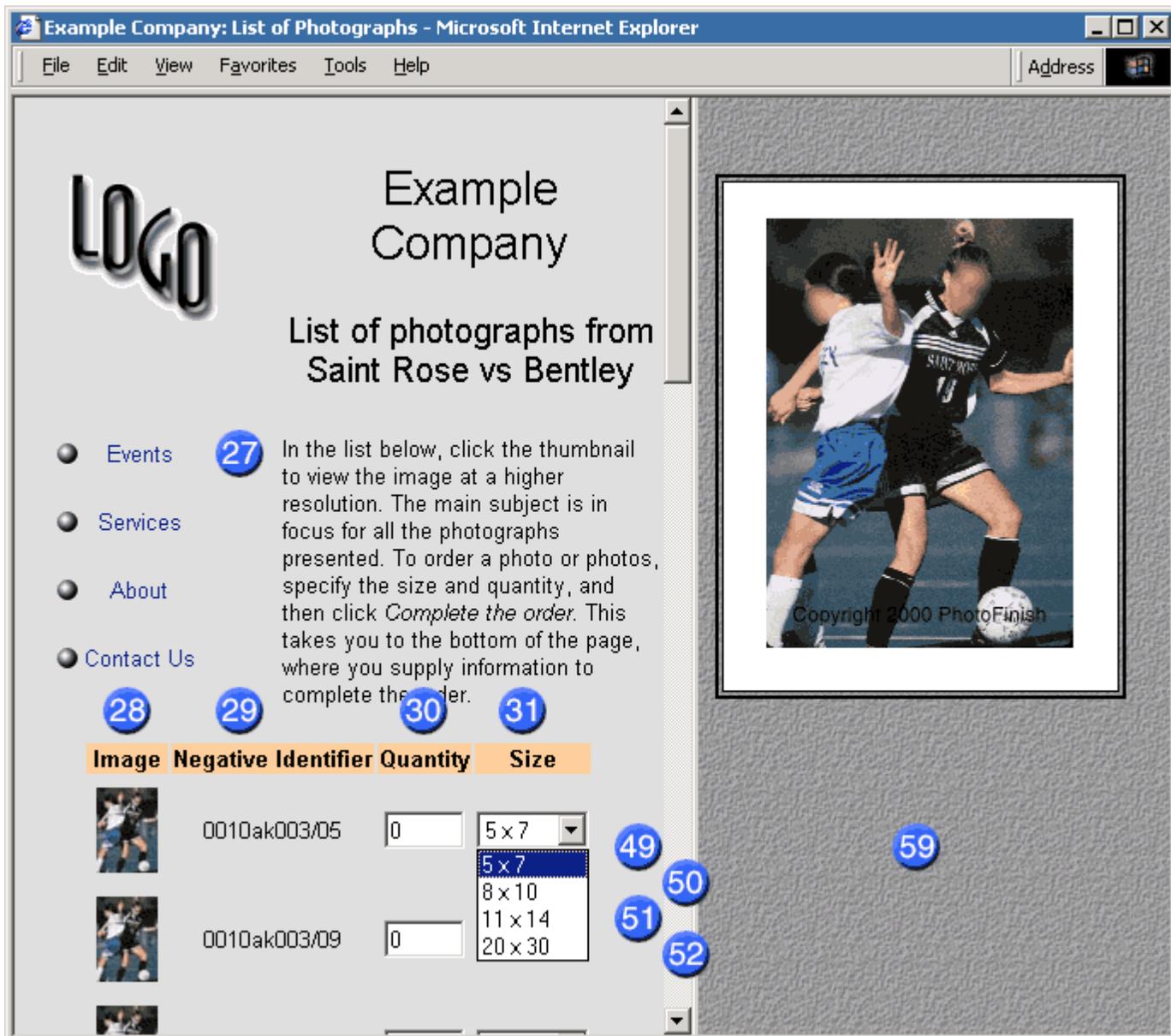
For *Events* and *PIN* navigation this page lists all the photographs for the event. For BIB navigation, those photographs matching the BIB number and those which have obscured BIB numbers (b_ prefix) are presented. From this page the customer, can view higher resolution images of selected photographs. Both vertical and horizontal

format of higher resolution photograph are supported. The *Background for images* (59) can be different than the *Background for text*. The initial high resolution image presented resides in the /images directory and is named demo.jpg. This is the page used by the customer to place an order, as described on the next page.

The customer completes their order at the bottom of this page. Clicking *Submit the order* invokes JavaScript which validates the order. The validation checks that at least one photograph has been ordered, the customer's name, and the email address. In this example, the text area is used for *Comments* (37). As designed, in your return eMail to the customer, you request the customer's address. However, if you change the *Comments* label to *Address,* then this area could be used to collect the customer's address when the order is submitted. There is flexibility within the product and the site generated. My suggestion is to experiment. *Phone* (36)could be changed to *Urgent?*.

Services Frame (EG200.CGI)

This is a presentation of the *Services* page, while the customer is actively reviewing photographs and in anticipation of placing an order. There is no need for the customer to back out of the photograph list to review the *Services* page from the index page.

About Frame (EG500.HTM)
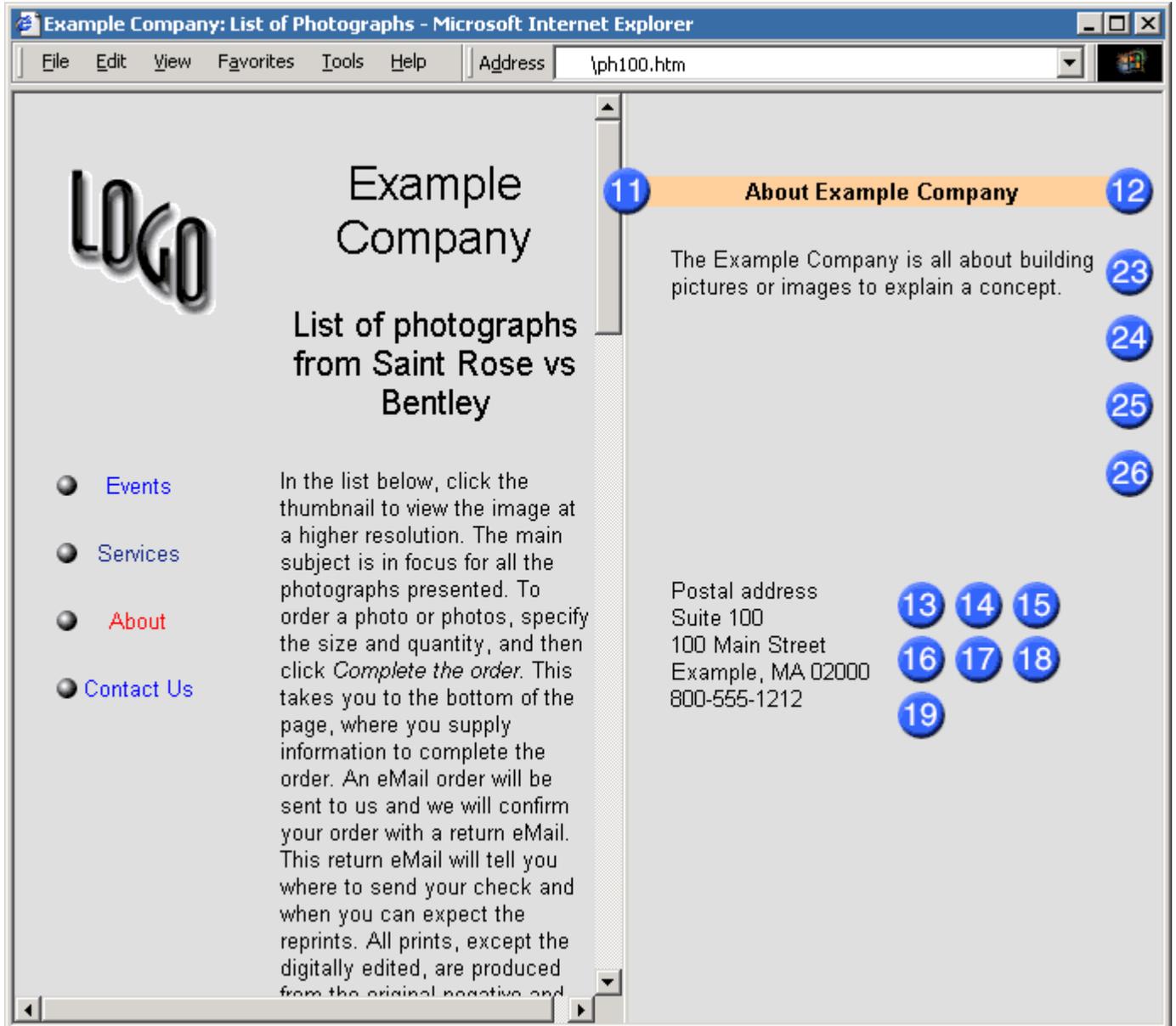
This is a presentation of the *About* page, while the customer is actively reviewing photographs and in anticipation of placing an order. There is no need for the customer to back out of the photograph list to review the *About* page from the index page.

Order Confirmation Page (EG400.CGI)

This page is the result of collecting the customer's selection and calculating the total cost of the order. If the customer prints this page, they will have a receipt. In detail, the total is the sum of multiplying each selected print by the quantity and the cost per print size, multiplying by the tax, and adding the shipping charges.

PayPal Check-Out Page

At this point, using data from WebD71 generated pages, PayPal takes over. PayPal guides your customer through the payment process for prints presented on your website. PayPal collects shipping information, which is made available to you.

PayPal Check-Out Details Page

Clicking the View Details link, PayPal presents the customer with their complete order, using data from WebD71 generated pages. The PayPal interface is impressive.

PayPal Payment Confirmation Page (Confirm.htm)
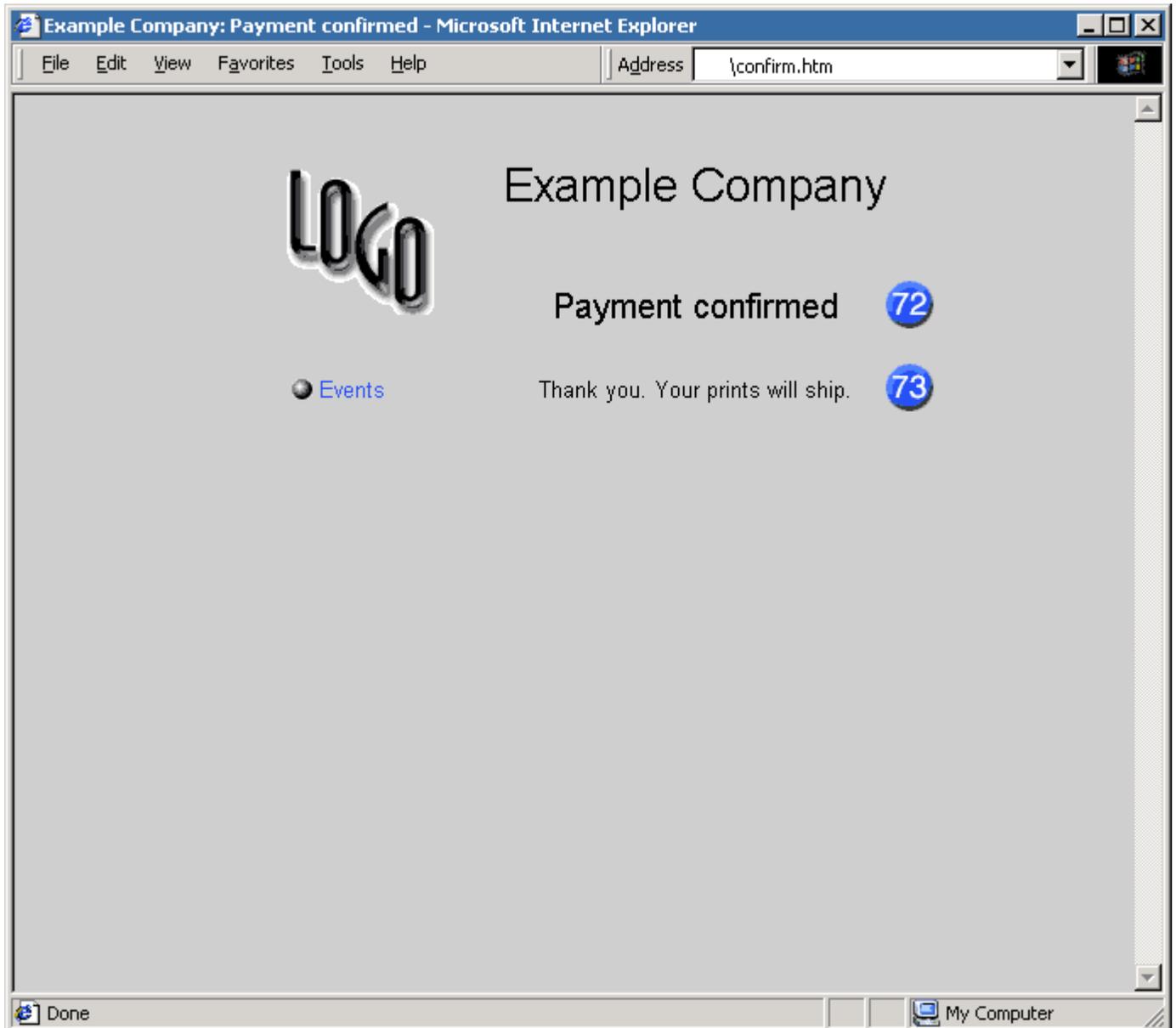
After the customer has successfully completed a PayPal payment to you, they are returned to this page, confirm.htm.

PayPal Payment Cancellation Page (Cancel.htm)
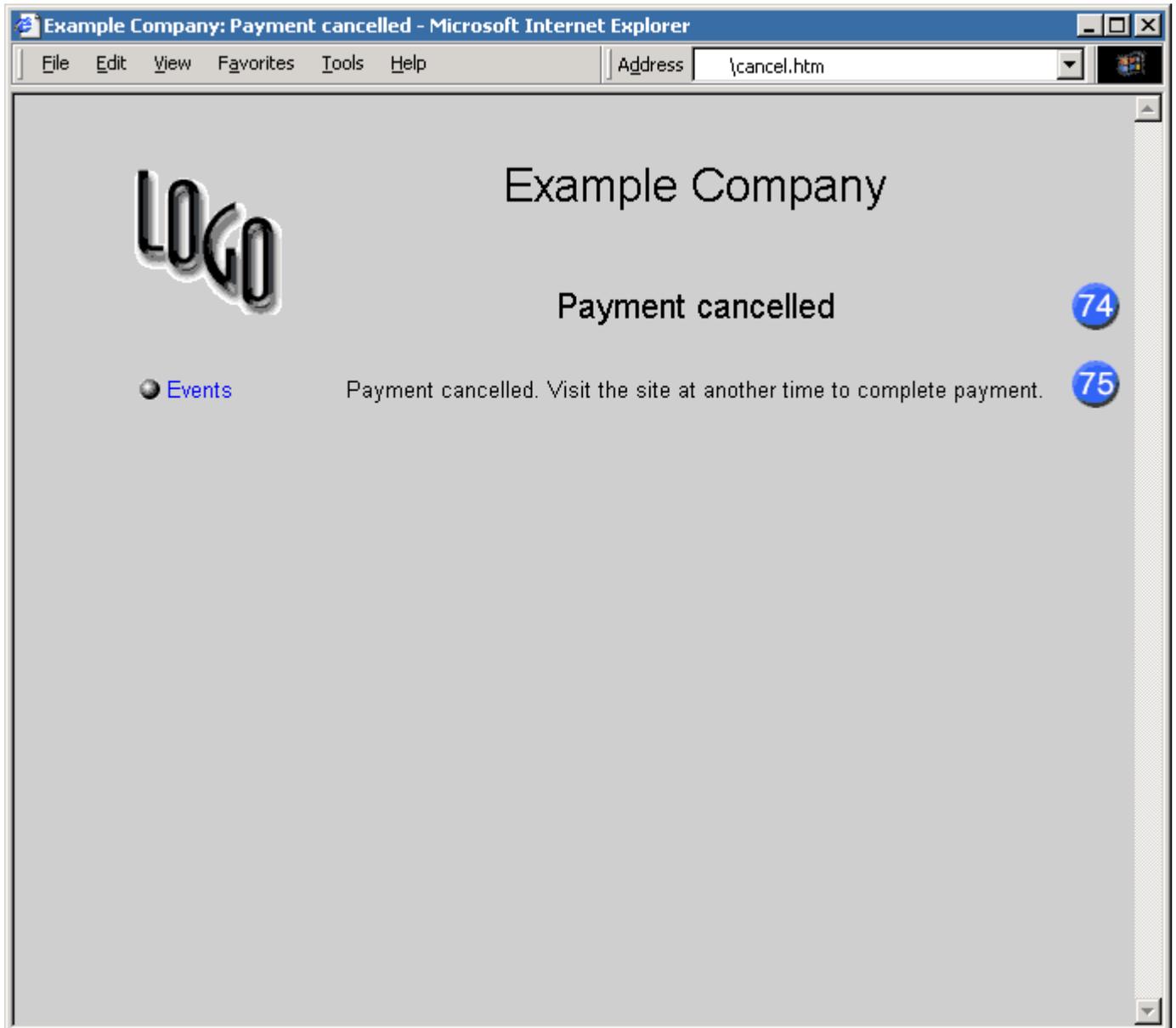
During the PayPal payment process, should the customer choose to cancel the payment process, they are returned to this page, cancel.htm.

Statistics and Utilities (STATISTICS.HTM)
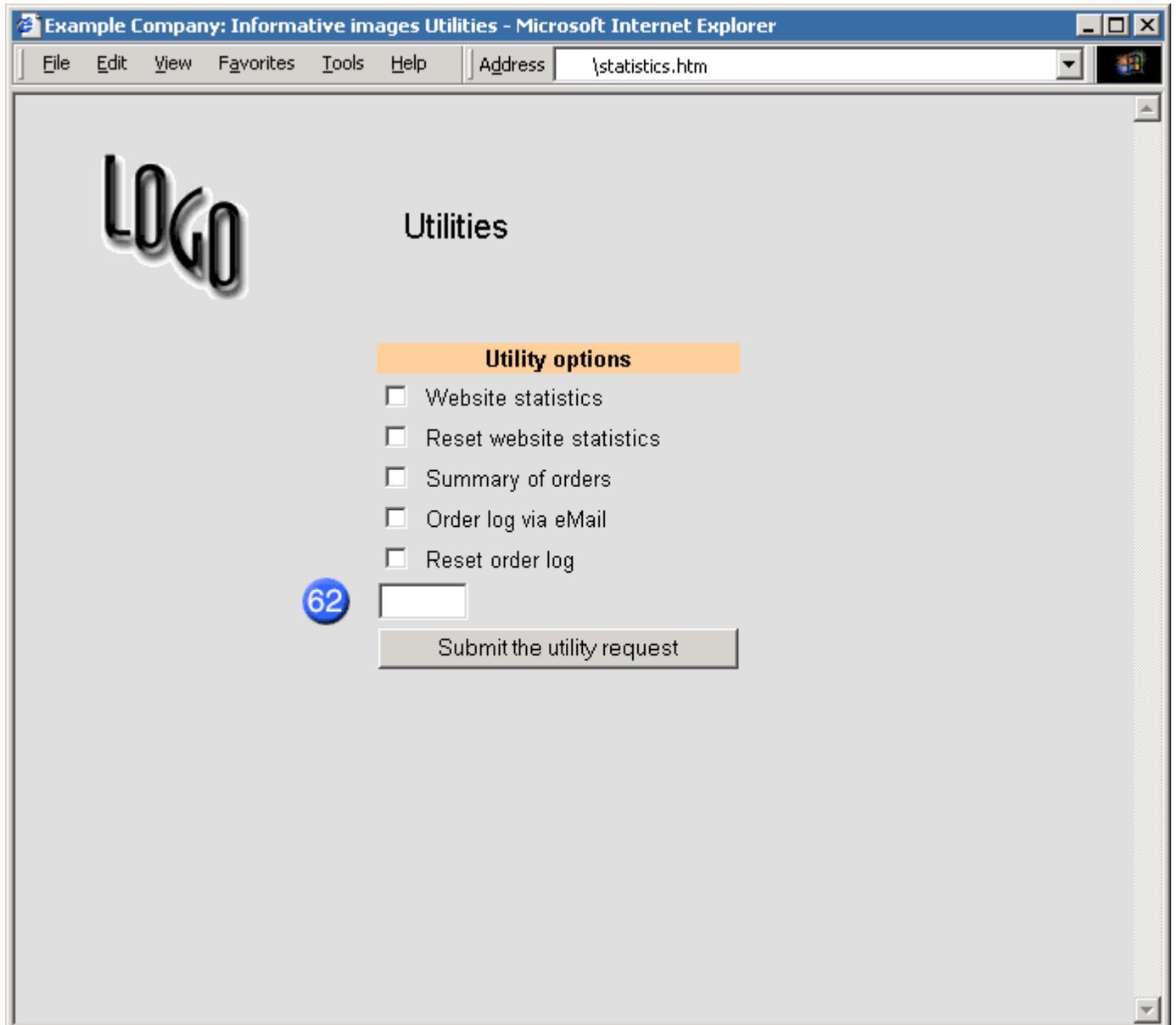
The utility PIN (62) identifies you and allows you to accomplish the checked functions. The field is deliberately not labeled, for security purposes. If someone happens onto this page, labeling serves as a prompt for data. Typically, you will check the *Website statistics* and *Summary of orders*. The statistics returned are specific to your site, as seen on the next page.

Statistics and Utilities (STATISTICS.HTM)
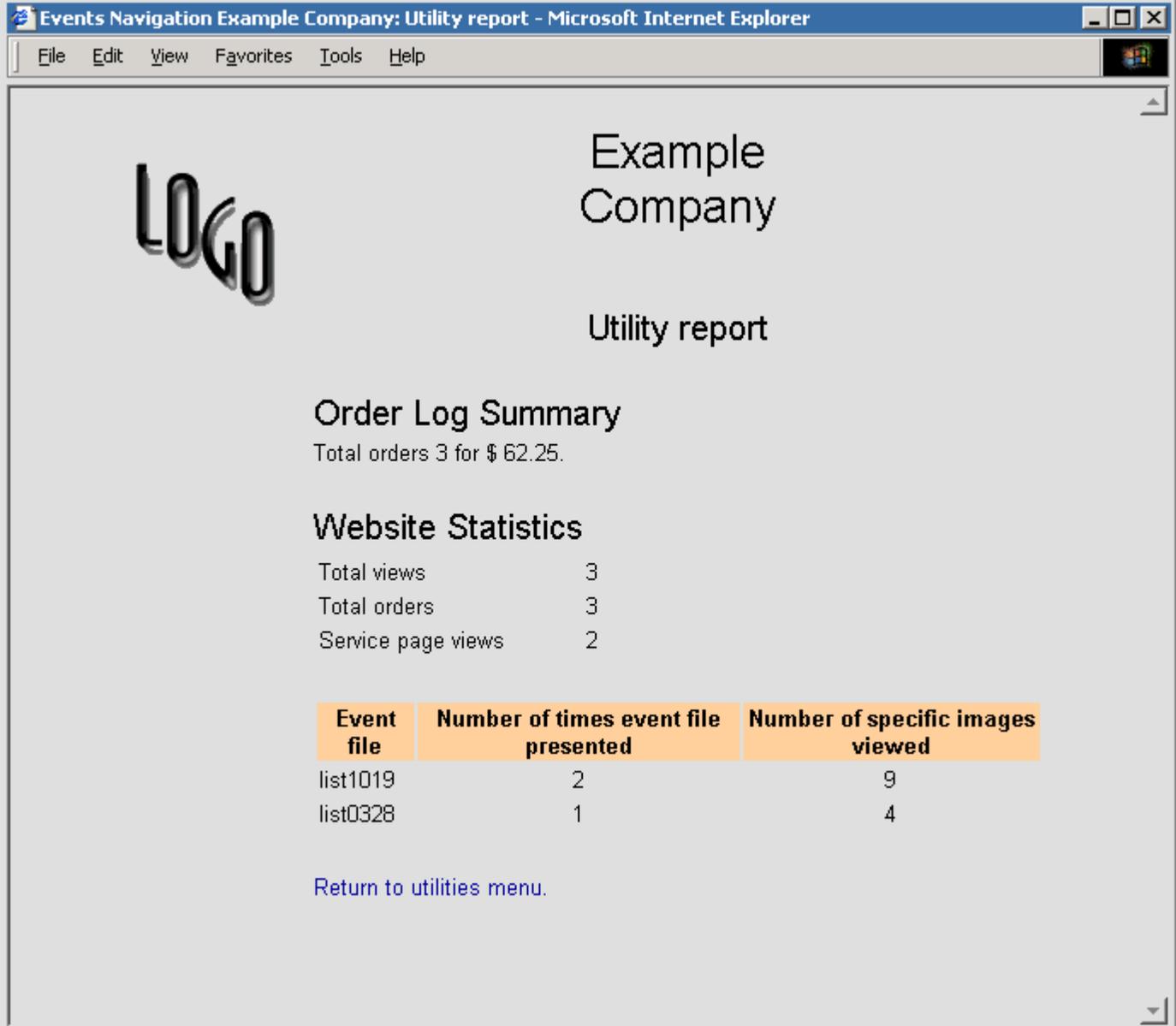
Events Navigation Example Company: Utility report - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Example Company

Utility report

Order Log Summary
Total orders 3 for $ 62.25.

Website Statistics

Total views	3
Total orders	3
Service page views	2

Event file	Number of times event file presented	Number of specific images viewed
list1019	2	9
list0328	1	4

Return to utilities menu.

A sample of *Website statistics* and *Summary of orders*. They show which events were viewed and how many of the photographs at each event. You can see a live example of these statistics at www.WebD71.com