

# 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

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

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

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If you plan to use 2 or 3 languages, then for each language you will specify the language link and the language directory. The language directory must use the simple characters a-z, A-Z. No special characters are allowed.

For multiple language sites, the web generation process changes. First, generate the home directory and pages. When the *Generate* process completes, you will be prompted (red tabs) to change the entered data for the next language. For a site supporting 3 languages, you will generate with 3 *Generate* clicks, once for each language directory.

	Language Directory	Language Link
3 Language 1		
4 Language 2		
Language 3		

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

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

Enter the text for each link and the header for the linked page. The text you enter will be the text displayed for the link. The text is not restricted to English. You can use any language.

	Link	Link Header	
5 5 5	Events link *	Events	Events List 9
6 6 6	Services link *	Services	List of Services 10 10
7 7 7	About link *	About	About 11 11
8 8 8	Contact link *	Contact Us	

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

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

Enter information about the company. The text you enter will be the text displayed. Commas and other punctuation are not added.

12	12	12	Company name *	
13	13		Street address	
14	14		Street address	
15	15		Street address	
16	16		City	
17	17		State	
18	18		ZIP	
19	19		Phone	
20	20	20	eMail address *	
21			Company type *	
22			Motto	

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

WebD71 2.2 (19 April 2003)

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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

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

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. Technical 12. Generate / Exit About WebD71 Agreement  
1. General 2. Languages 3. Links 4. Company 5. About 6. List Text 7. Confirm Text 8. Other Text

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.

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

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

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

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

Enter an introduction to the business. Change the column headers for the Event List and Services pages. Line breaks and tabs are converted to spaces. The text is not restricted to English. You can use any language.

44	Introduction *	
45	Event Date *	Event Date
46	Event Description *	Event Description
47 47	Service Description *	Description
48 48	Service Price *	Price

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

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 \*.

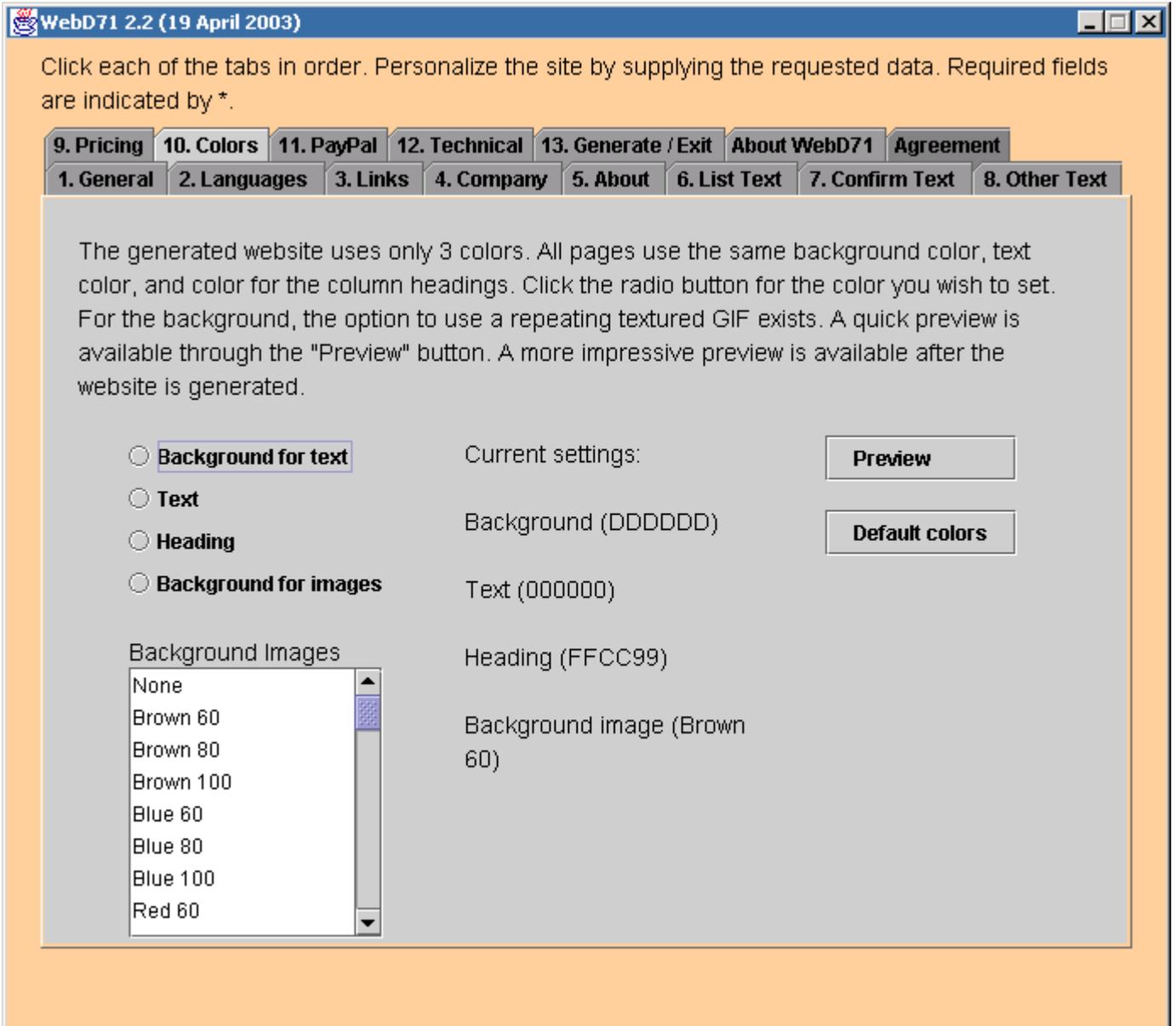
9. Pricing 10. Colors 11. PayPal 12. Technical 13. Generate / Exit About WebD71 Agreement  
 1. General 2. Languages 3. Links 4. Company 5. About 6. List Text 7. Confirm Text 8. Other Text

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

Include / Exclude	Item	Price
<input checked="" type="checkbox"/>	5 x 7	
<input checked="" type="checkbox"/>	8 x 10	
<input checked="" type="checkbox"/>	11 x 14	
<input checked="" type="checkbox"/>	20 x 30	
<input checked="" type="checkbox"/>	Digital 5 x 7	
<input checked="" type="checkbox"/>	Digital 8 x 10	
<input checked="" type="checkbox"/>	Digital 11 x 14	
<input checked="" type="checkbox"/>	Digital 20 x 30	
<input checked="" type="checkbox"/>	Original slide	
<input checked="" type="checkbox"/>	Original negative	
<input checked="" type="checkbox"/>	Appointment	
<input checked="" type="checkbox"/>	Shipping	
<input checked="" type="checkbox"/>	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



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

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

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

Activate PayPal interface

70	PayPal ID *	
71	PayPal Button URL *	http://www.paypal.com/...
72	PayPal confirmation header *	PayPal payment confirmed
73	PayPal confirmation text	Thank you. Your prints will ship.
74	PayPal cancel header *	PayPal payment cancelled
75	PayPal cancel text	Payment cancelled. Visit the site at another time to complete payment.
76	Complete purchase *	Pay for your prints now.
77	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](http://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

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

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

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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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

Save Input directory Output directory Generate Exit

I accept the agreement.  
 I reject the agreement.

Destination disk drive:  
C

Input directory:

Output directory:

63

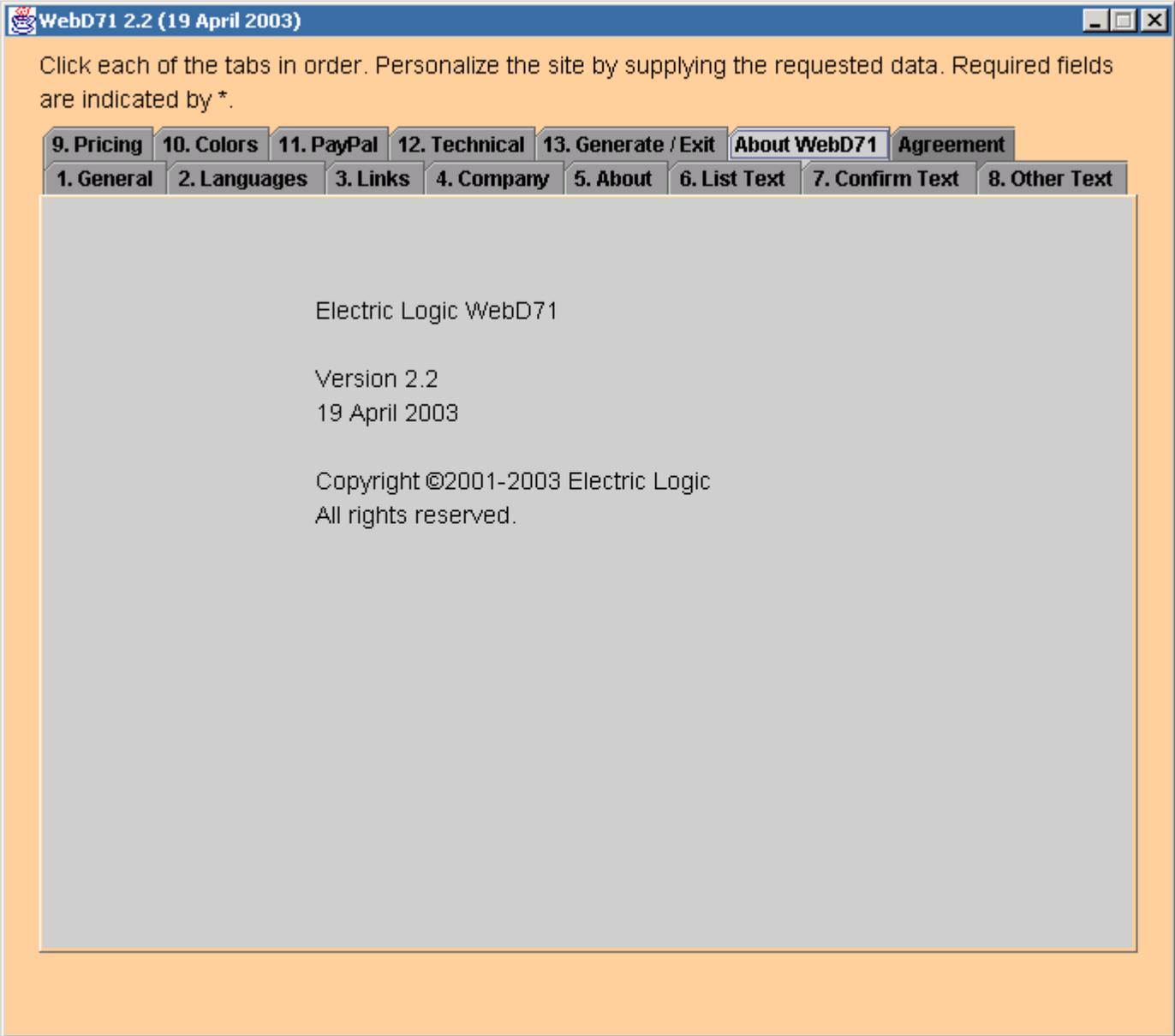
This page is activated once you have read and accepted the software agreement. If you do not understand and accept the agreement, then just exit. We are done.

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.

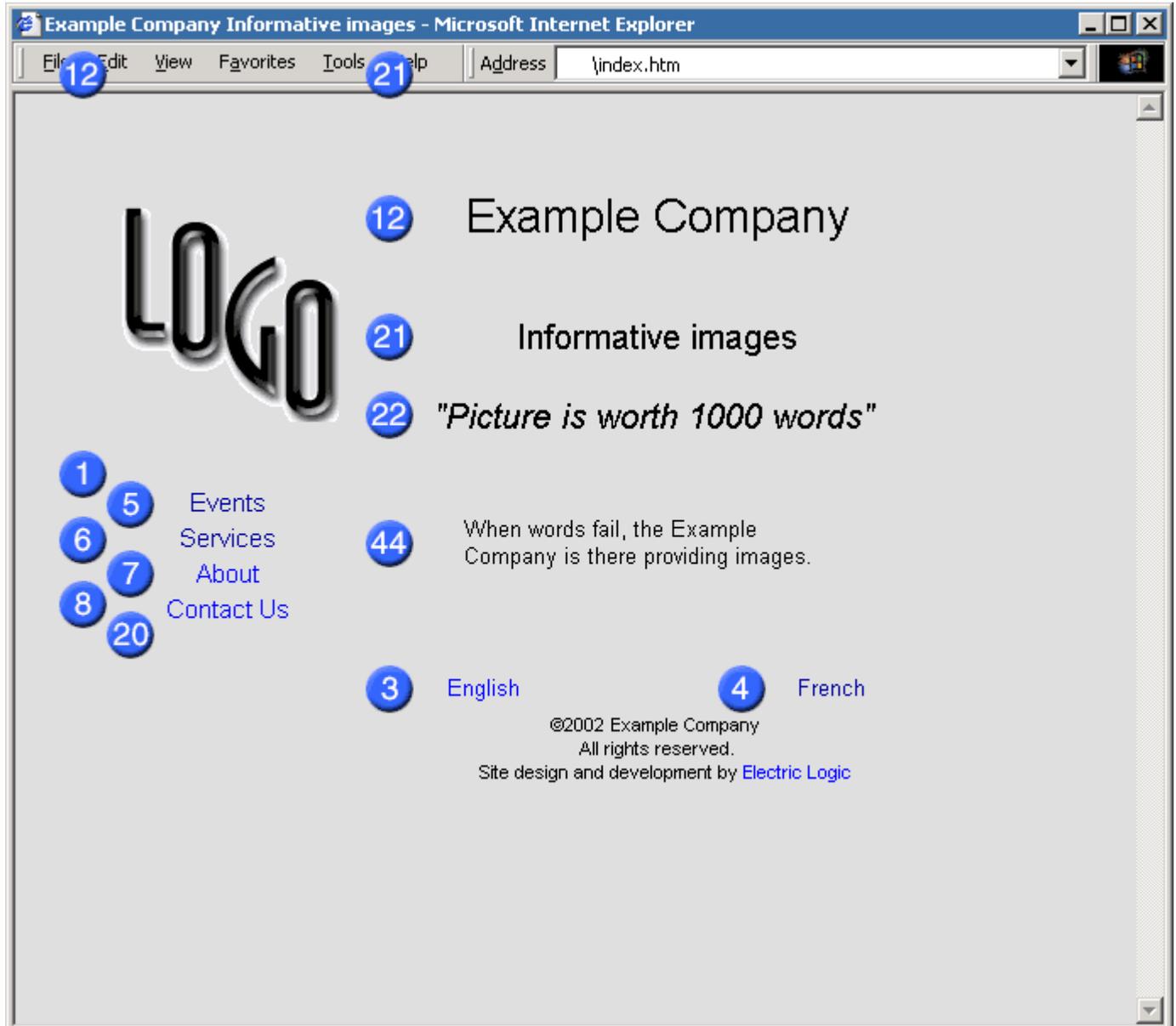
# ABOUT WEBD71



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

# WEBD71 GENERATED E-COMMERCE SITE

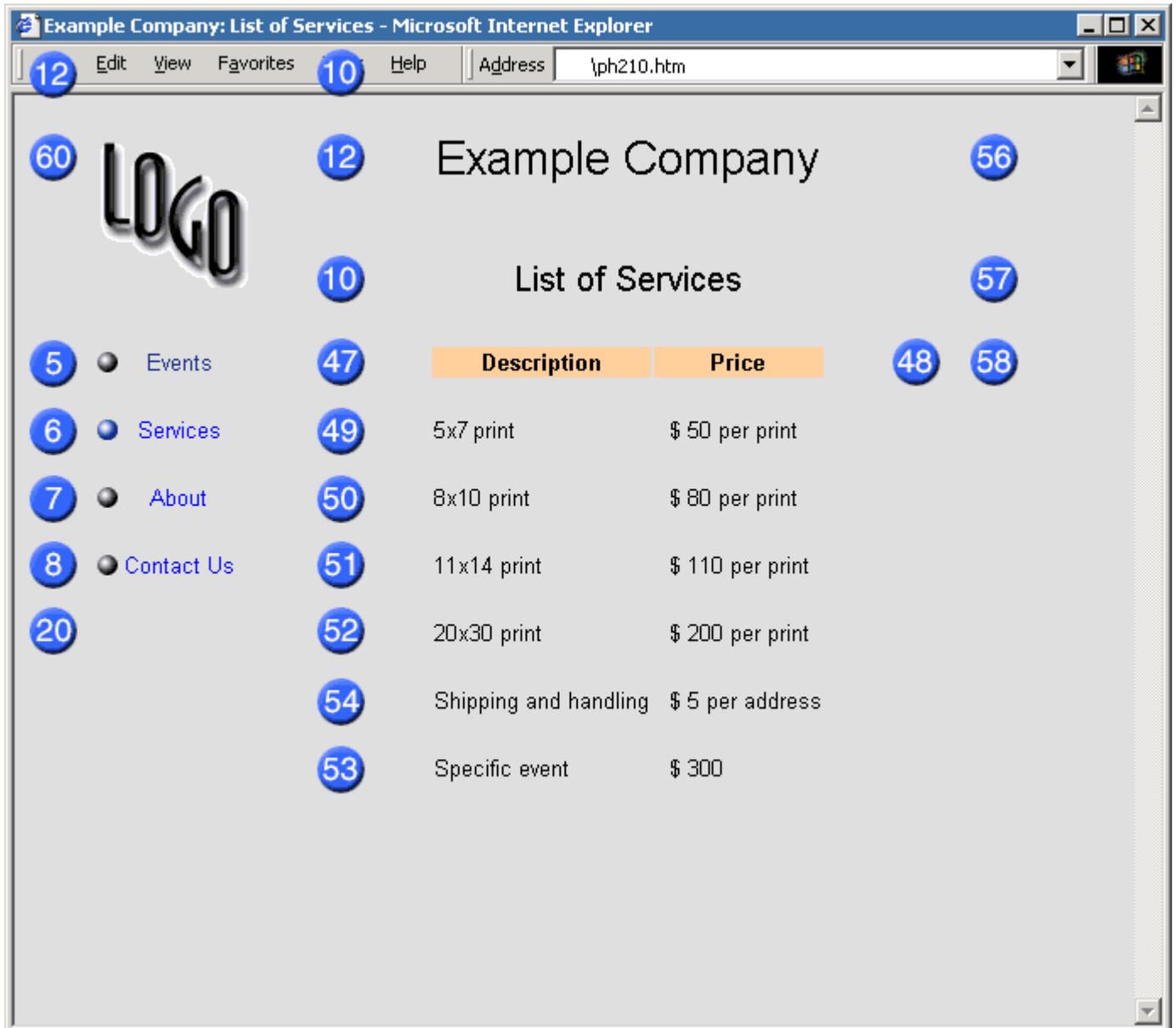
## INDEX PAGE (INDEX.HTM)



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.

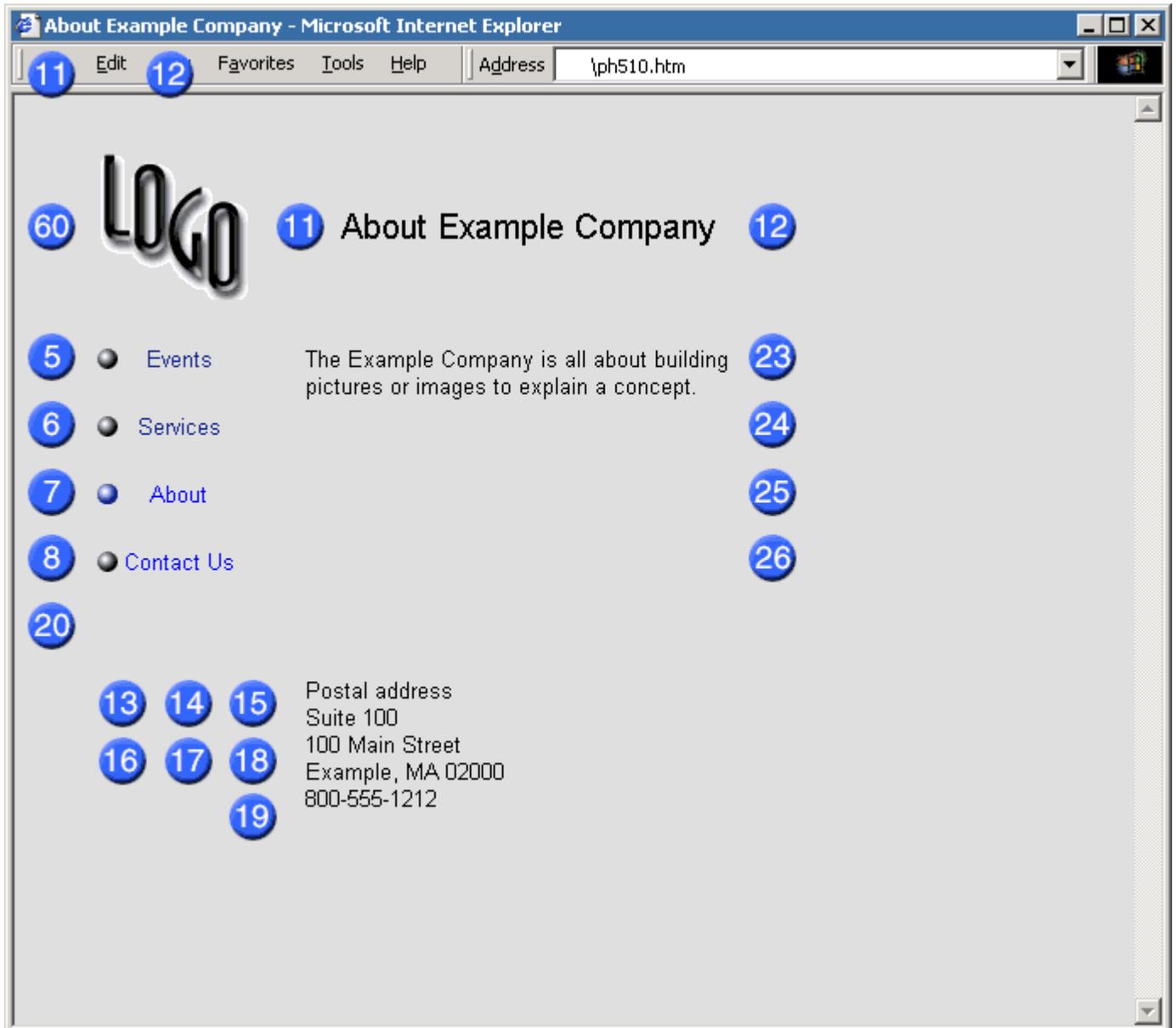
If your website host has *directory browsing* enabled, you would want to put index.html in each directory you have created. If *directory browsing* is disabled (the preferred situation) entering *your URL/info* should yield an HTTP Forbidden page.

# 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)

Example Company: Events List - Microsoft Internet Explorer

Address: \ph010.htm

Example Company

Events List

- Events
- Services
- About
- Contact Us

**Soccer - Fall 2000**

Event Date	Event Description
14 October	Saint Rose vs Bentley (slides only)
21 October	Saint Rose vs Merrimack (slides only)

**Field Hockey - Fall 2000**

Event Date	Event Description
30 September	Wellesley vs Mount Holyoke

**Lacrosse - Spring 2000**

Event Date	Event Description
15 April	Wellesley vs Smith Off-loaded, eMail us to restore the files.

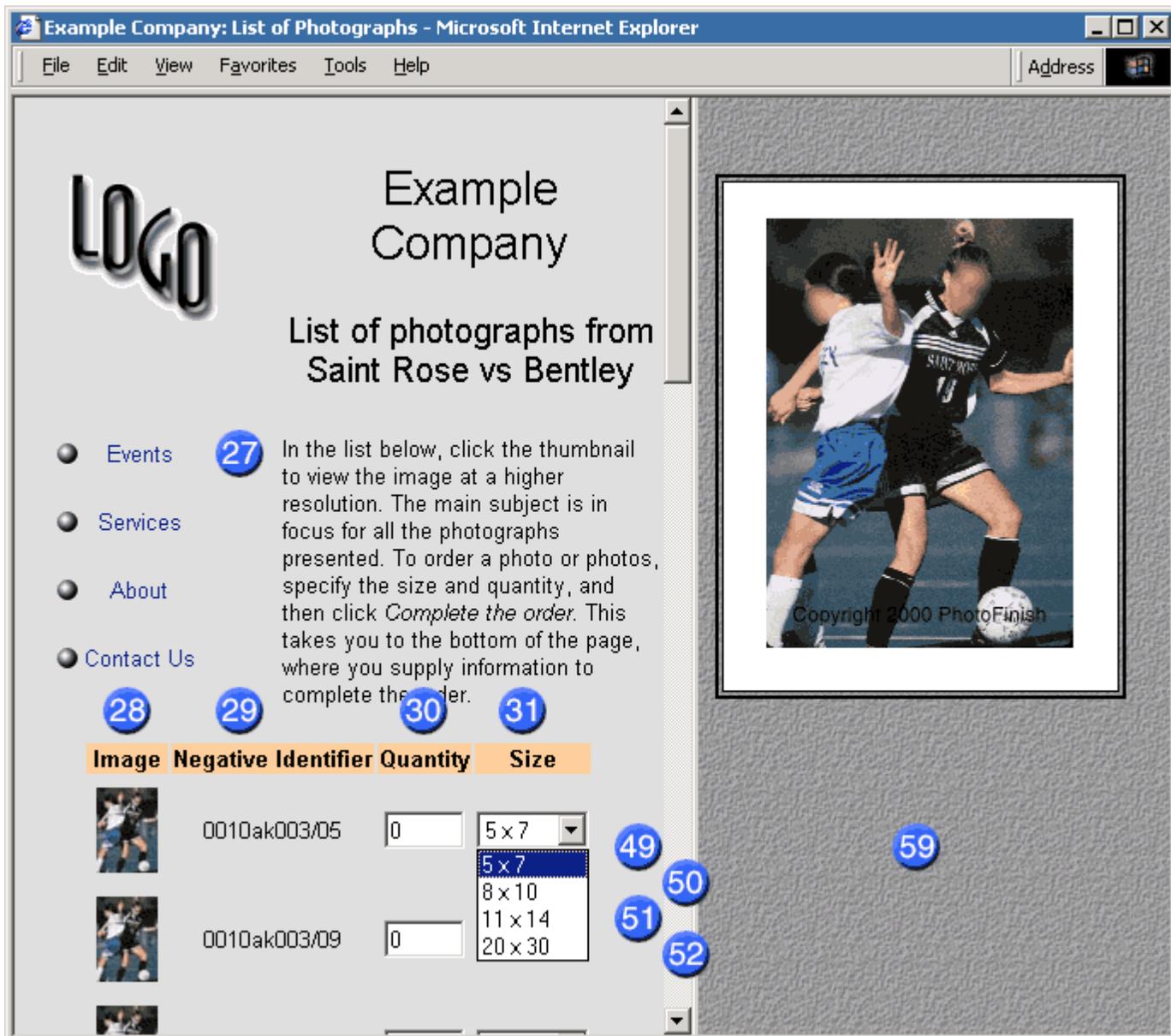
**Soccer - Spring 2000**

Event Date	Event Description
8 April	Dover/Sherborn Cougars vs Medway Max (Girls U-12 Division 3C)

**Soccer - Fall 1999**

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.

## LIST OF PHOTOGRAPHS PAGE CONTINUED (EG100.CGI)

Example Company: List of Photographs - Microsoft Internet Explorer

File Edit View Favorites Tools Help

	0010ak003/29	<input type="text" value="0"/>	5 x 7
	0010ak003/33	<input type="text" value="0"/>	5 x 7
	0010ak003/35	<input type="text" value="0"/>	5 x 7

**32** [Complete the order or send comments](#)

**33** Please supply the following information to complete your order.

**34** Name

**35** eMail

**36** Phone

**37** Comments

**38**   **64**

Copyright 2000 PhotoFinish

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)

The screenshot shows a Microsoft Internet Explorer window titled "Example Company: List of Photographs - Microsoft Internet Explorer". The address bar shows the URL "\ph100.htm". The page content is divided into several sections:

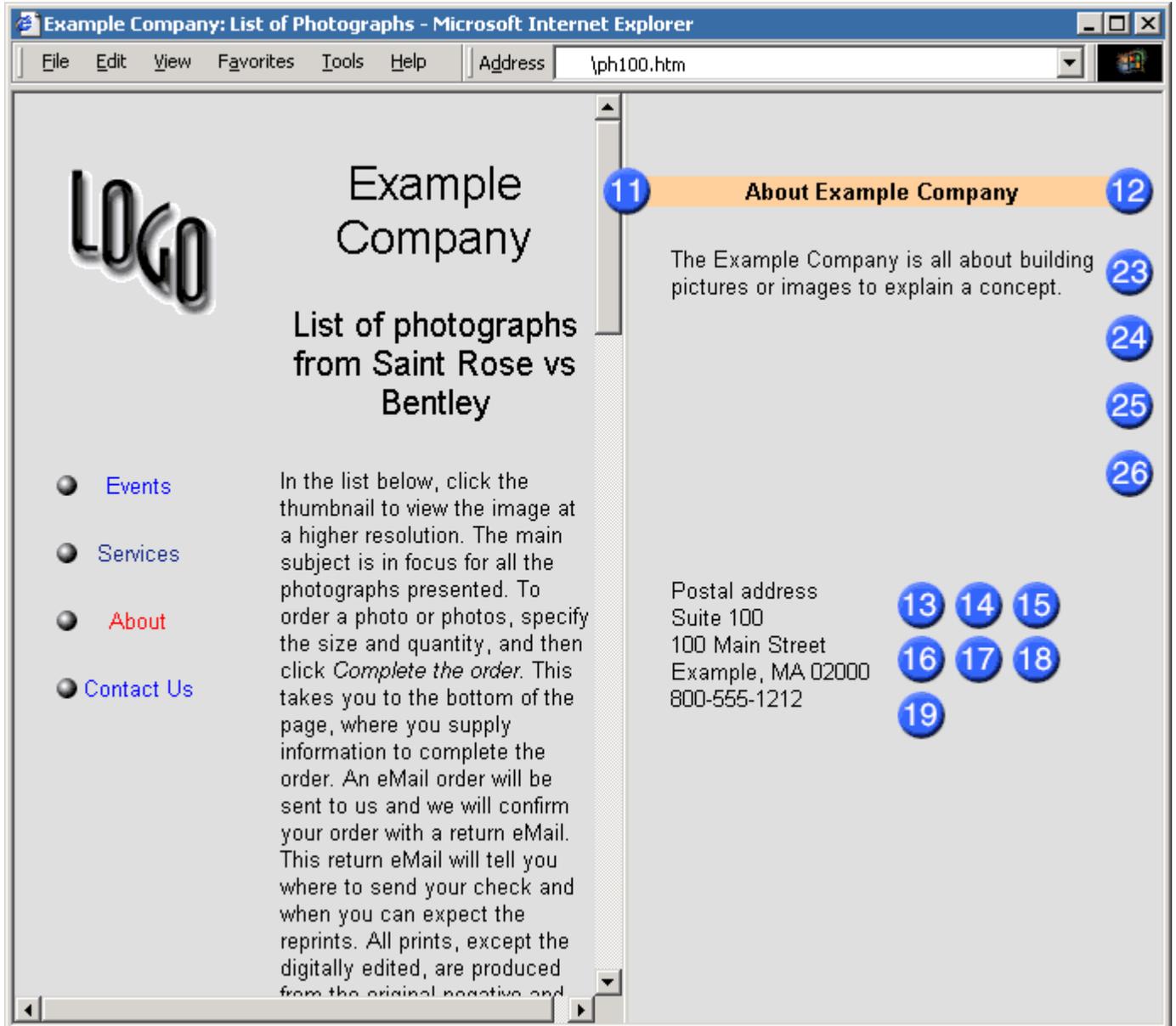
- Logo:** A stylized "LOGO" graphic.
- Company Name:** "Example Company".
- Section Header:** "List of photographs from Saint Rose vs Bentley".
- Navigation Menu:** A vertical list of links: "Events", "Services" (highlighted in red), "About", and "Contact Us".
- Text:** A paragraph explaining the ordering process: "In the list below, click the thumbnail to view the image at a higher resolution. The main subject is in focus for all the photographs presented. To order a photo or photos, specify the size and quantity, and then click *Complete the order*. This takes you to the bottom of the page, where you supply information to complete the order. An eMail order will be sent to us and we will confirm your order with a return eMail. This return eMail will tell you where to send your check and when you can expect the reprints. All prints, except the digitally edited, are produced from the original negative and..."
- List of Services:** A table with two columns: "Description" and "Price".

List of Services	
Description	Price
5x7 print	\$ 50 per print
8x10 print	\$ 80 per print
11x14 print	\$ 110 per print
20x30 print	\$ 200 per print
Shipping and handling	\$ 5 per address
Specific event	\$ 300

Blue circular callouts with numbers are placed around the page: 10 (top right), 47 (vertical scrollbar), 48 (table header), 49 (5x7 print), 50 (8x10 print), 51 (11x14 print), 52 (20x30 print), 54 (Shipping and handling), and 53 (Specific event).

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)

Example Company: List of Photographs - Microsoft Internet Explorer  
File Edit View Favorites Tools Help Address C:\jkk\_screenshot\preview\ph100.htm

**LOGO** Example Company

**Order Confirmation** 39

● Events

Norman BigBucks has ordered: 40

0010ak003/26	6	5x7	49
0010ak003/27	2	8x10	50
0010ak003/28	1	11x14	51

41 Shipping \$ 5 54

42 Total (Includes tax and shipping) \$ 208 55

76 Pay for your prints now.  71

Your order has been sent via eMail. 61 43

PayPal, a division of eBay, is a trusted internet entity for accepting payments. PayPal accepts credit cards. PayPal is an alternate means of paying for your prints. To learn more about PayPal visit their [website](#). 77



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

Payments by  
**PayPal**

**payments@webd71.com**

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### Payment Details

PayPal is the authorized payment processor for **payments@webd71.com** . 70

**Pay To:** payments@webd71.com 70

**Payment For:** Shopping Cart [View Contents](#)

**Currency:** U.S. Dollars ?

**Amount:** \$57.00

**Shipping & Handling:** \$5.00

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If you have never paid through PayPal, [Click Here](#)

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### PayPal Login

Welcome,

**Email Address:**  [Problems logging in?](#)

**PayPal Password:**  [Forget your password?](#)

[Continue](#)

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

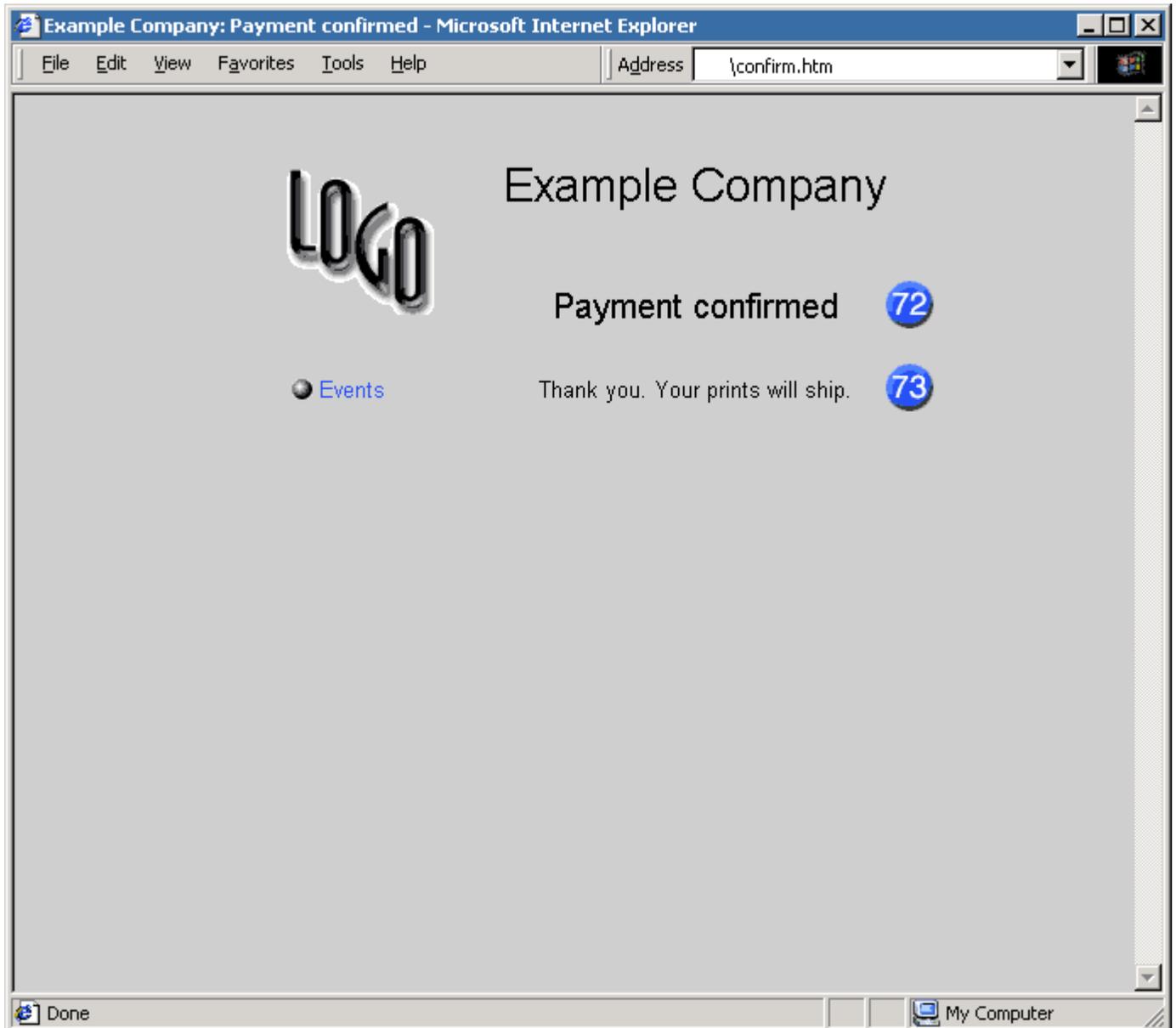
The screenshot shows a web browser window with the title "Events Navigation Example Company: Event/Nature/Fine Art photography - Microsoft Internet Explorer". The address bar displays "http://www.webd71.com/demoevents/e". The main content area features the PayPal logo and a table of items. The table has four columns: Qty, Item, Options, and Price. It lists three items: 6 prints (5x7) for \$30.00, 2 prints (8x10) for \$16.00, and 1 print (11x14) for \$11.00. A summary row shows a total amount of \$57.00. A note indicates that shipping, tax, and handling costs will be calculated upon checkout. A "Return to Checkout" button is located below the table.

Qty	Item	Options	Price
6	Print (5x7) #128_0113015		\$30.00
2	Print (8x10) #128_0113016		\$16.00
1	Print (11x14) #128_0113017		\$11.00
Shipping, tax, and handling costs will be calculated upon checkout.			<b>Amount</b> \$57.00

[Return to Checkout](#)

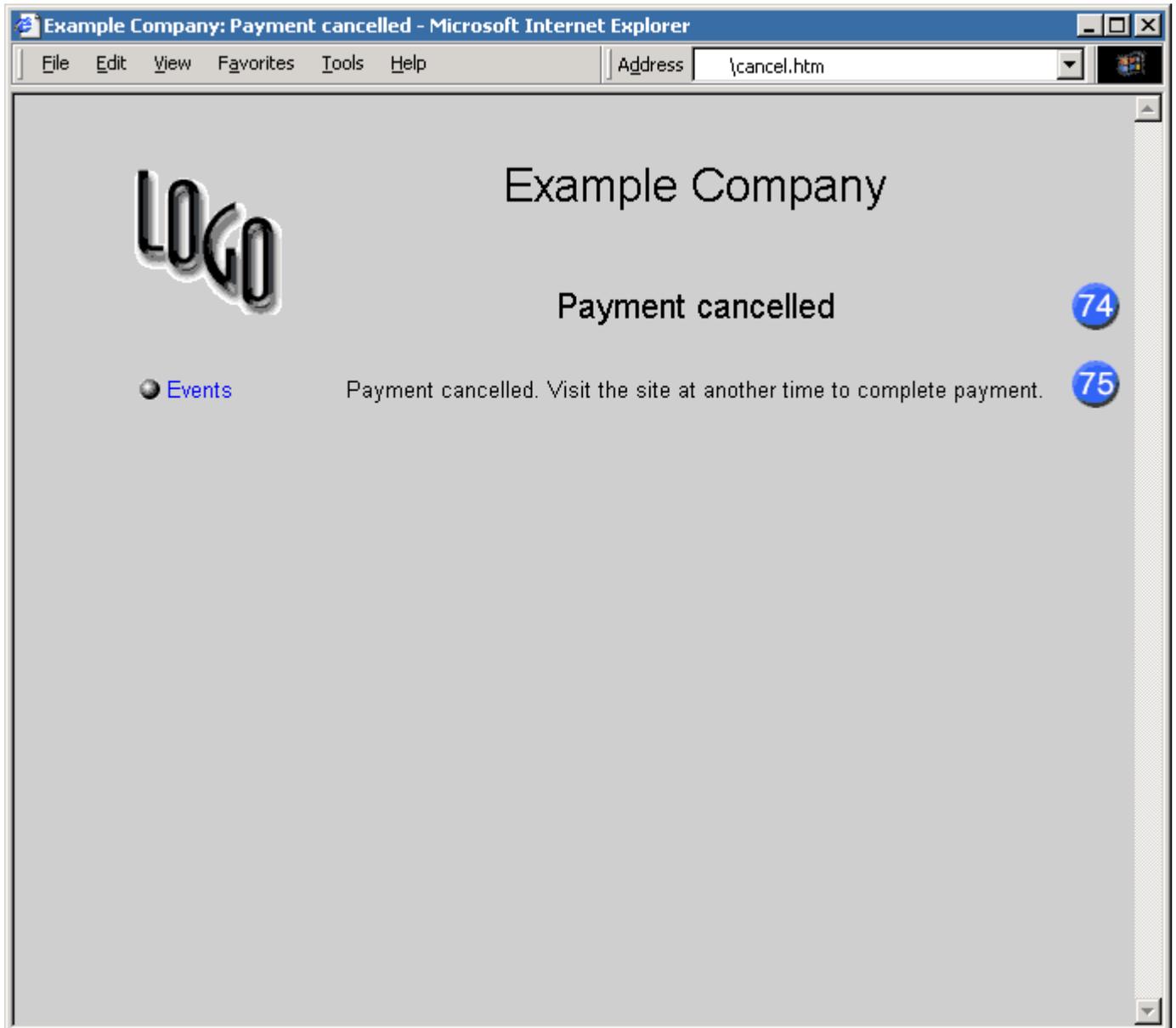
Clicking the View Details link, PayPal presents the customer with their complete order, using data from WebD71 generated pages. The PayPal interface is impressive.

# PAYPAL PAYMENT CONFIRMATION PAGE (CONFIRM.HTM)



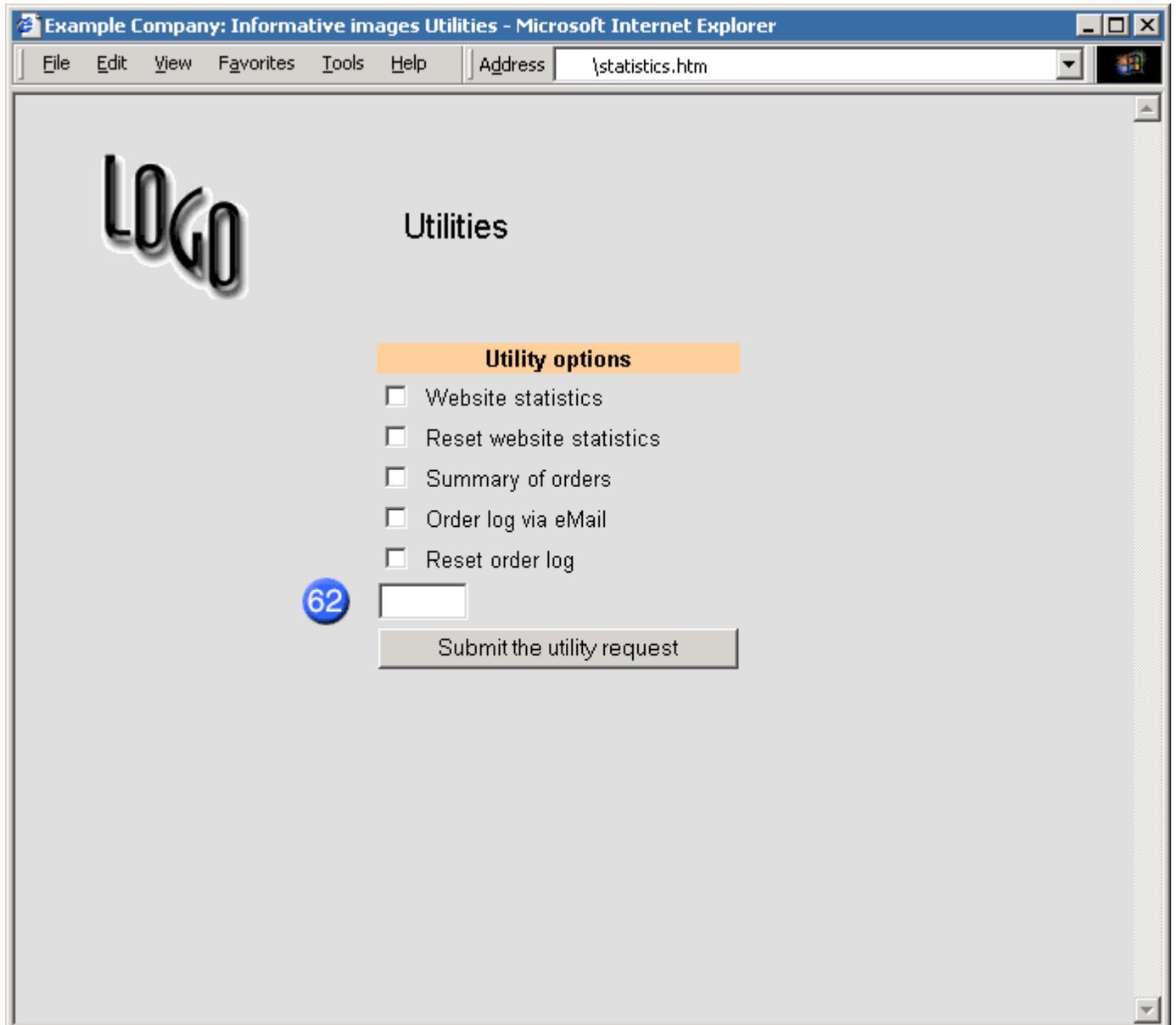
After the customer has successfully completed a PayPal payment to you, they are returned to this page, confirm.htm.

## PAYPAL PAYMENT CANCELLATION PAGE (CANCEL.HTM)



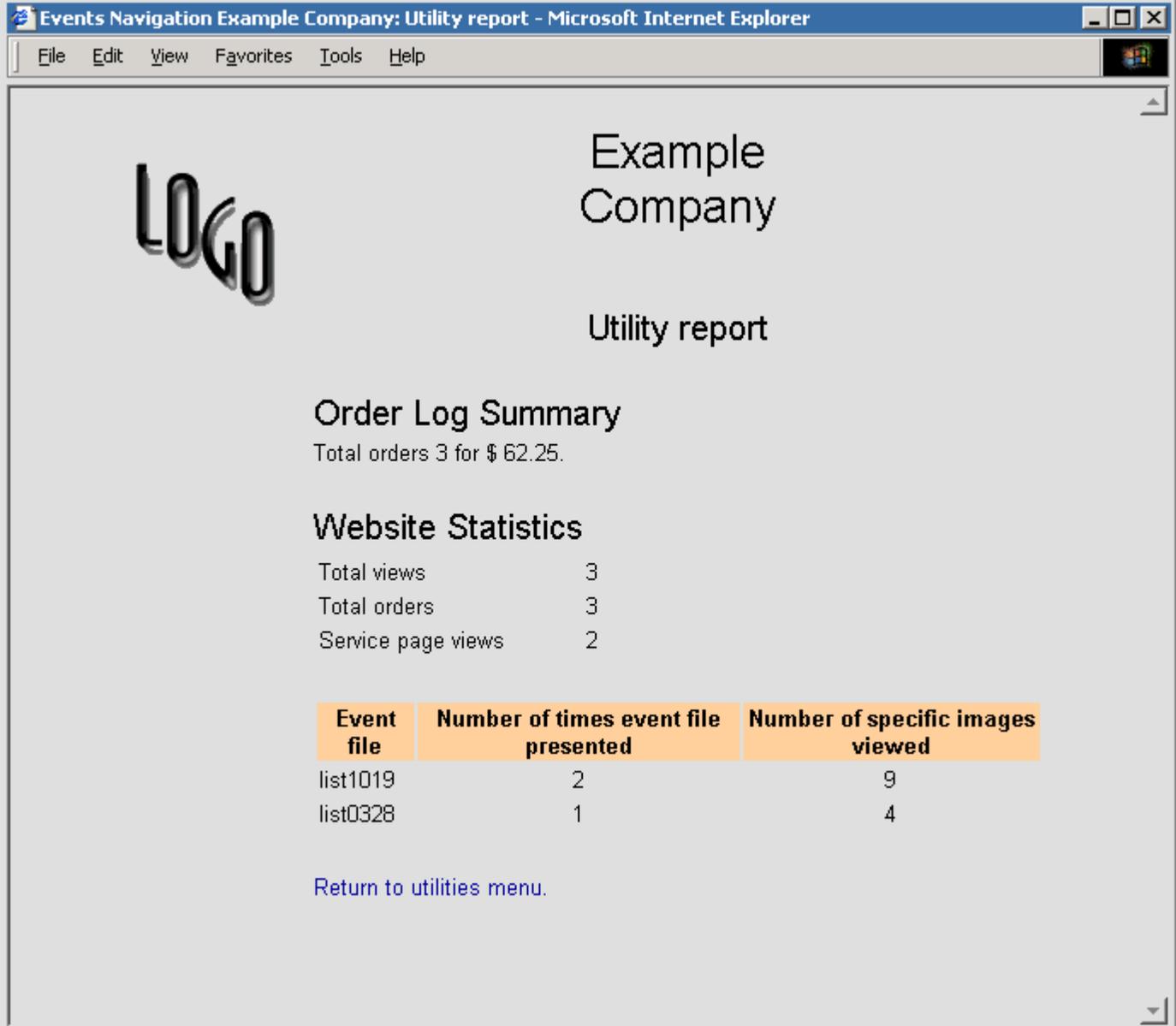
During the PayPal payment process, should the customer choose to cancel the payment process, they are returned to this page, cancel.htm.

## 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

**LOGO**

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](http://www.WebD71.com)