WebD71 2.2

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Introduction

WebD71 enables the smallest business to have a simple, cost-effective, ecommerce capable website. WebD71 can generate three different navigation skeletons. WebD71 supports a navigation skeleton for multiple languages. Updating the list of photographs offered at the site is done using Notepad, a simple Windows tool, or any other text editor.

Features

The ecommerce site generated by WebD71 uses CGI scripts that have withstood the test of time.

- Reliable. The CGI scripts have been tested and have been used for several years.

- Reliable. The UNIX operating system environment is less susceptible to virus attacks.

- Interfaces with PayPal website for collecting payments, including credit card payments, from your customers. Learn more about PayPal at www.paypal.com.

- Tailored website statistics. A contrast to the very generic statistics provided by your website host.

- Making another collection of photographs known to the site is accomplished simply by using Windows Notepad or any other text editor.

- Navigation for up to 3 languages is possible.

- The site infrastructure is “light.” Except for your photographs, the site is not cluttered with an excess of gifs, which require more time for your customer to download and make the site “heavy” and slow.

- Large collection of textured background gifs available.

- Unlimited choice of colors for the text, page background, and header backgrounds.

- Unlimited number of photographs can be presented compared to e-commerce sites provided by web hosting companies, which limit the number of photographs presented.

- Per month charges are less than e-commerce sites provided by web hosting companies.

System Requirements

WebD71 runs without requiring complicated installation process. WebD71 requires:

- CD ROM drive.
- A connection to the internet.
- Microsoft Windows 98/ME/NT/2000/XP.

WebD71 is a Java Swing application. The Java VM it uses is provided on the product CD. The more robust a PC you own, the faster WebD71 will execute. In order to publish and maintain your website, you will need an file transfer application (FTP), for example WS_FTP or CuteFTP.

Website Host Requirements

There are a large number of companies that will host your website and register your domain name. You can locate candidate companies using www.google.com with the keywords: “commercial website hosting” unix.
The website host you choose should have:

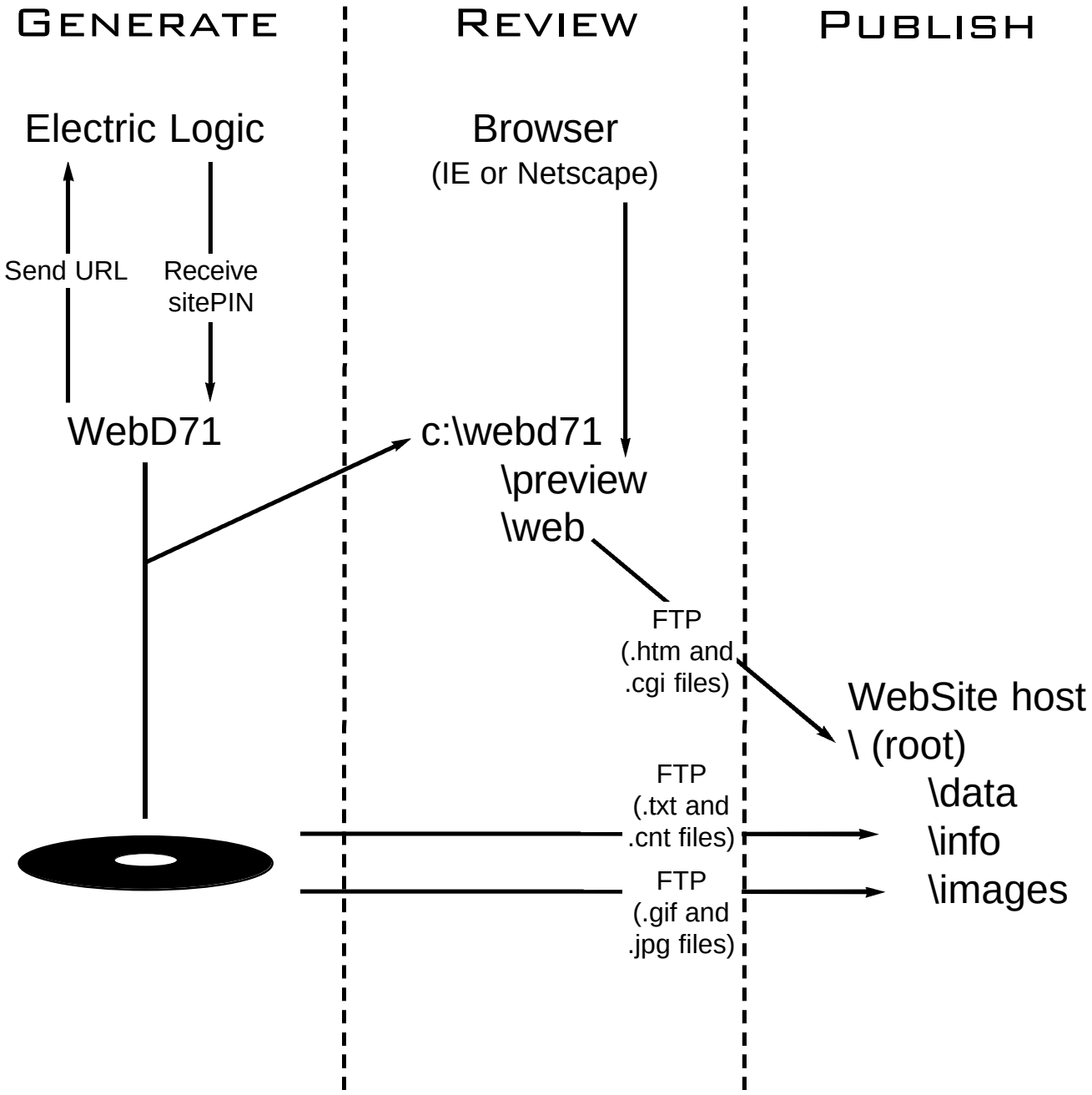
- UNIX operating system.
- Support PERL CGI scripts.
- Support UNIX sendmail.
- Allow for sending emails outside the server.

Generate Your E-commerce Site

Overview

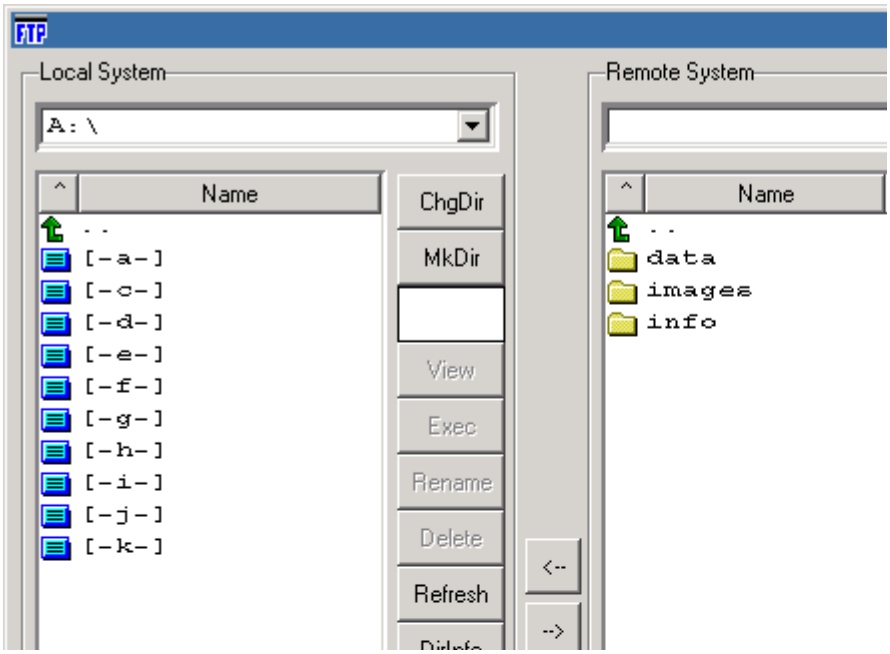
There are 3 steps to generating your ecommerce site. First you generate it, then you review it, and then you publish it.. You can repeat the generate/review steps until you are satisfied. The effort required to re-generate the site is minimal, and can be done while you are reviewing the generated site. It is recommended that before exiting from WebD71, that you review the generated site.

WebD71 will always build the /preview directory. The /preview directory is used to review the generated site. However, to build the /web directory you will need a sitePIN. The /web directory is the working version of the generated site. Contact Electric Logic with the URL of your website, and they will supply you with a sitePIN.


GENERATE
REVIEW
PUBLISH
Electric Logic
Browser
(IE or Netscape)
Send URL
Receive
sitePIN
WebD71
c:\webd71
\preview
\web
FTP
(.htm and
.cgi files)
WebSite host
\ (root)
\data
\info
\images
FTP
(.txt and
.cnt files)
FTP
(.gif and
.jpg files)

Executing WebD71

Insert the WebD71 CD into the CD ROM drive. Open index.htm with Internet Explorer.or Netscape. If *autoplay* is enabled, index.htm will be opened automatically. In the title, Electric Logic's WebD71, click *WebD71*. On the next dialog (Internet Explorer), *File Download*, select *Run this program from current location* and click *OK*. With Netscape a similar page is displayed with the options, *Open it* and *Save it*. You should select *Open it* and click *OK*.



A DOS window will open and after a moment the WebD71 application will open.

As an alternative to using Internet Explorer or Netscape, you can run WebD71 by double-clicking the run.bat file in the root directory of the product CD.

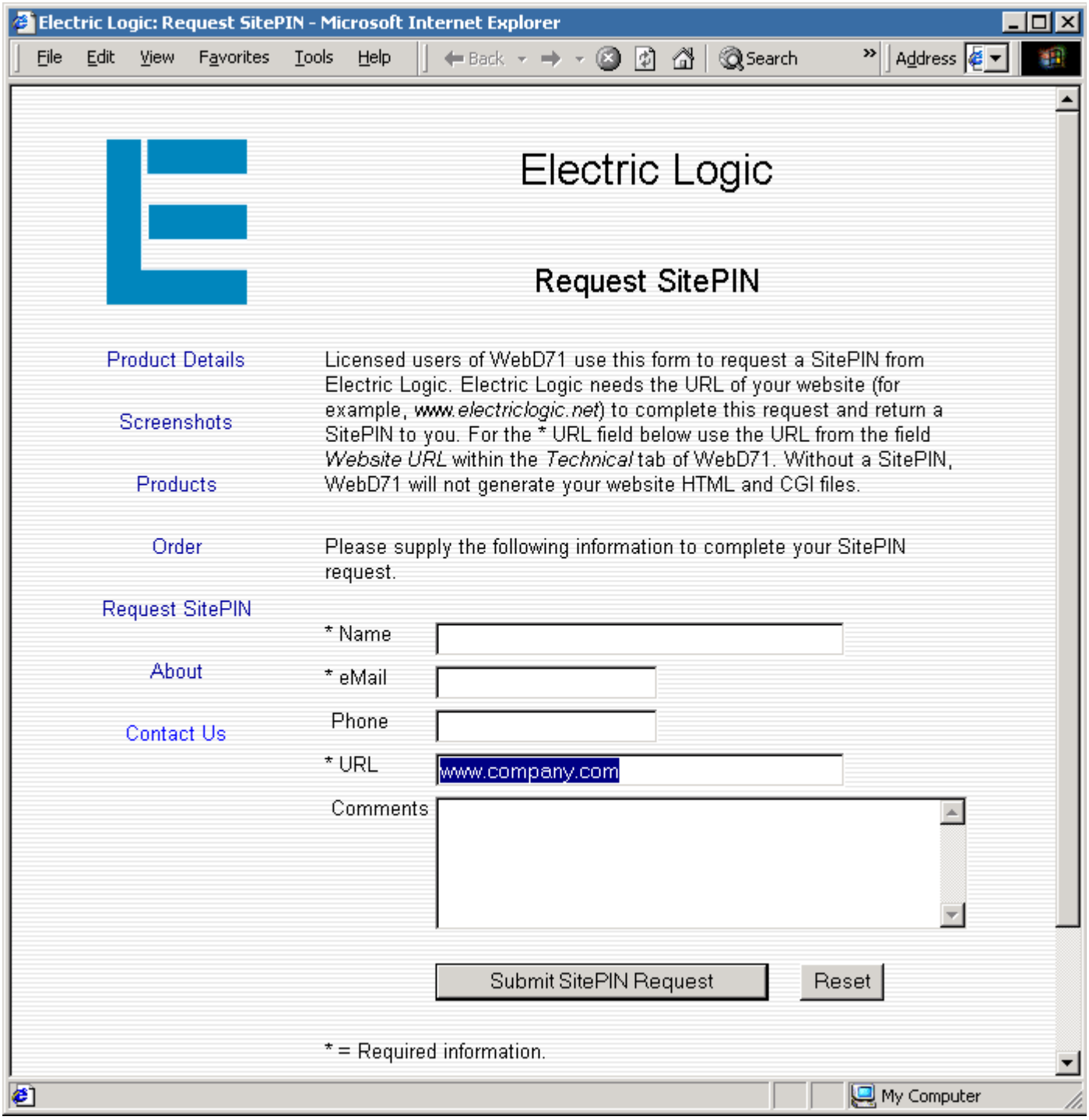
You can also run WebD71 from a DOS prompt.

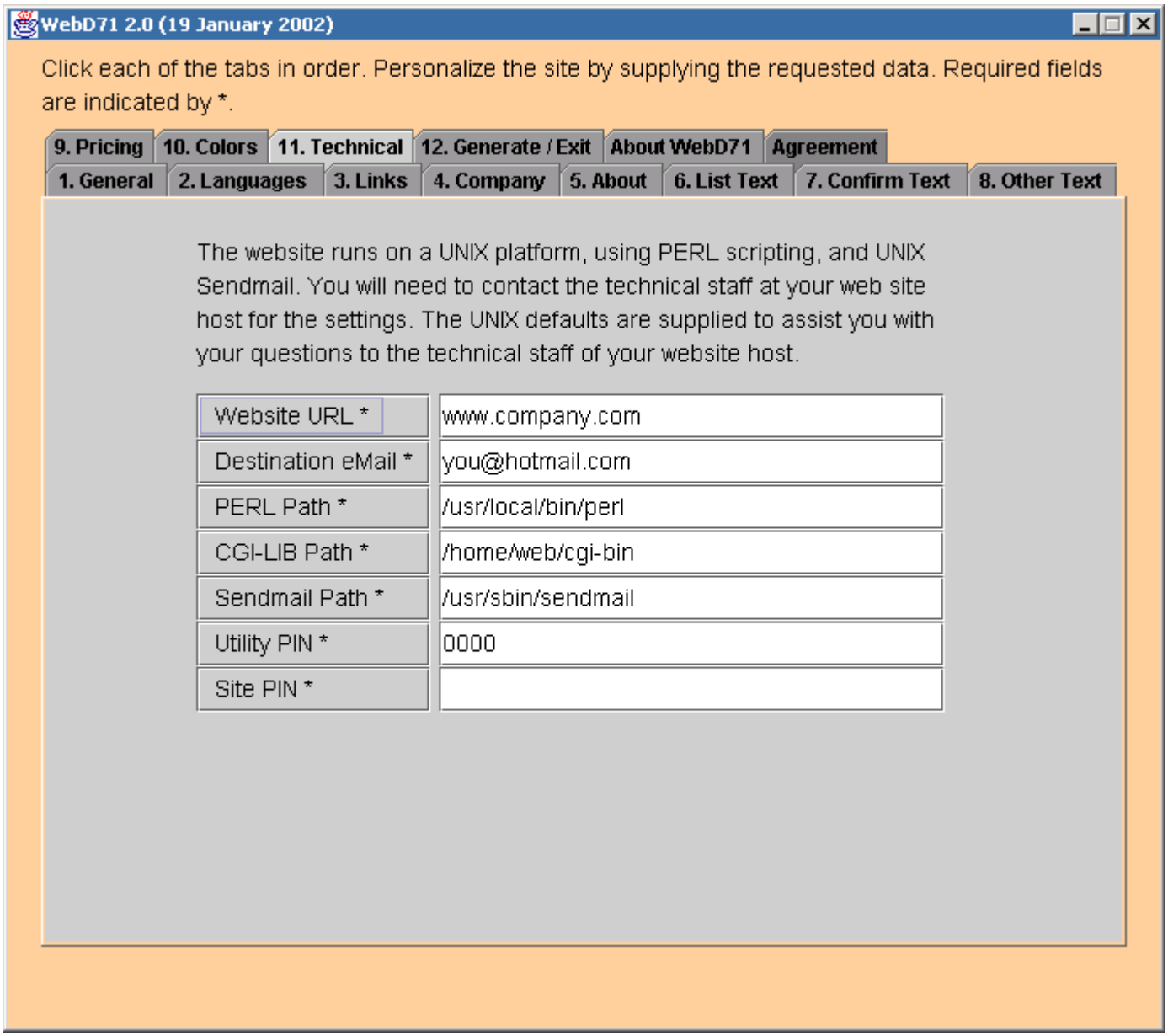
1. Click *Start*.
2. Click *Run*.
3. Open *cmd*.
4. Click *OK*.
5. *CD-ROM drive letter*: (For example: e: or f: or g:)
6. run.bat.

Once WebD71 is running, it is recommended that you refer to sections *WebD71 Tabs* and *WebD71 Generated E-commerce Site*. These show in more detail how data entered via WebD71 appears in the generated website.

Obtaining a SitePIN

Without a SitePIN, WebD71 will only generate a static HTML website. A SitePIN can be obtained from Electric Logic, http://www.webd71.com/sitepin.htm. The URL you input for the SitePIN is the same URL you enter for *WebSite URL* within the *Technical* tab of WebD71. In the screenshots below, *www.companyname.com* is the example URL. Your URL will be different.



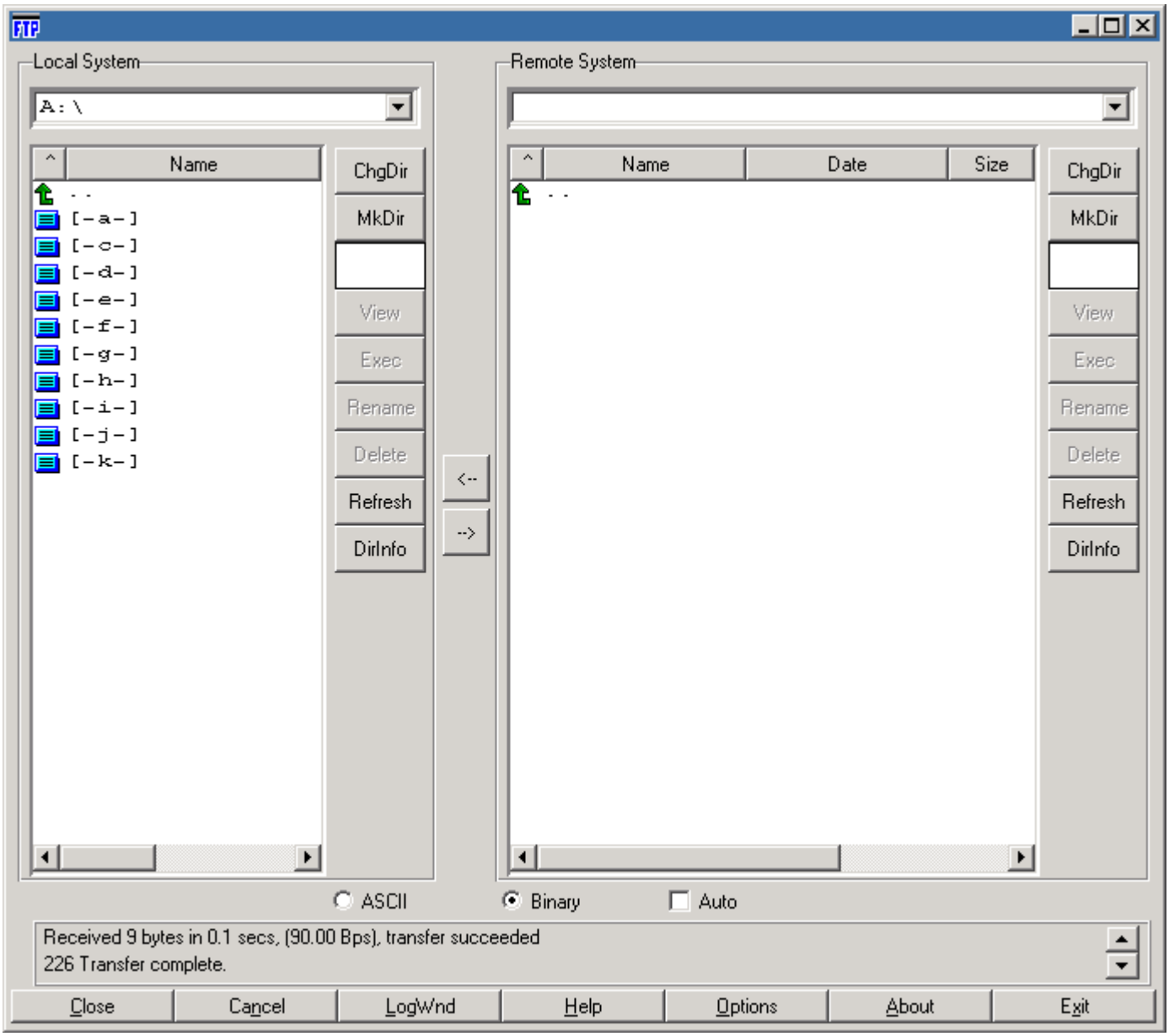

WebD71 2.0 (19 January 2002)
Click each of the tabs in order. Personalize the site by supplying the requested data. Required fields are indicated by *.
9. Pricing
10. Colors
11. Technical
12. Generate / Exit
About WebD71
Agreement
1. General
2. Languages
3. Links
4. Company
5. About
6. List Text
7. Confirm Text
8. Other Text
The 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 *

Configure the Website

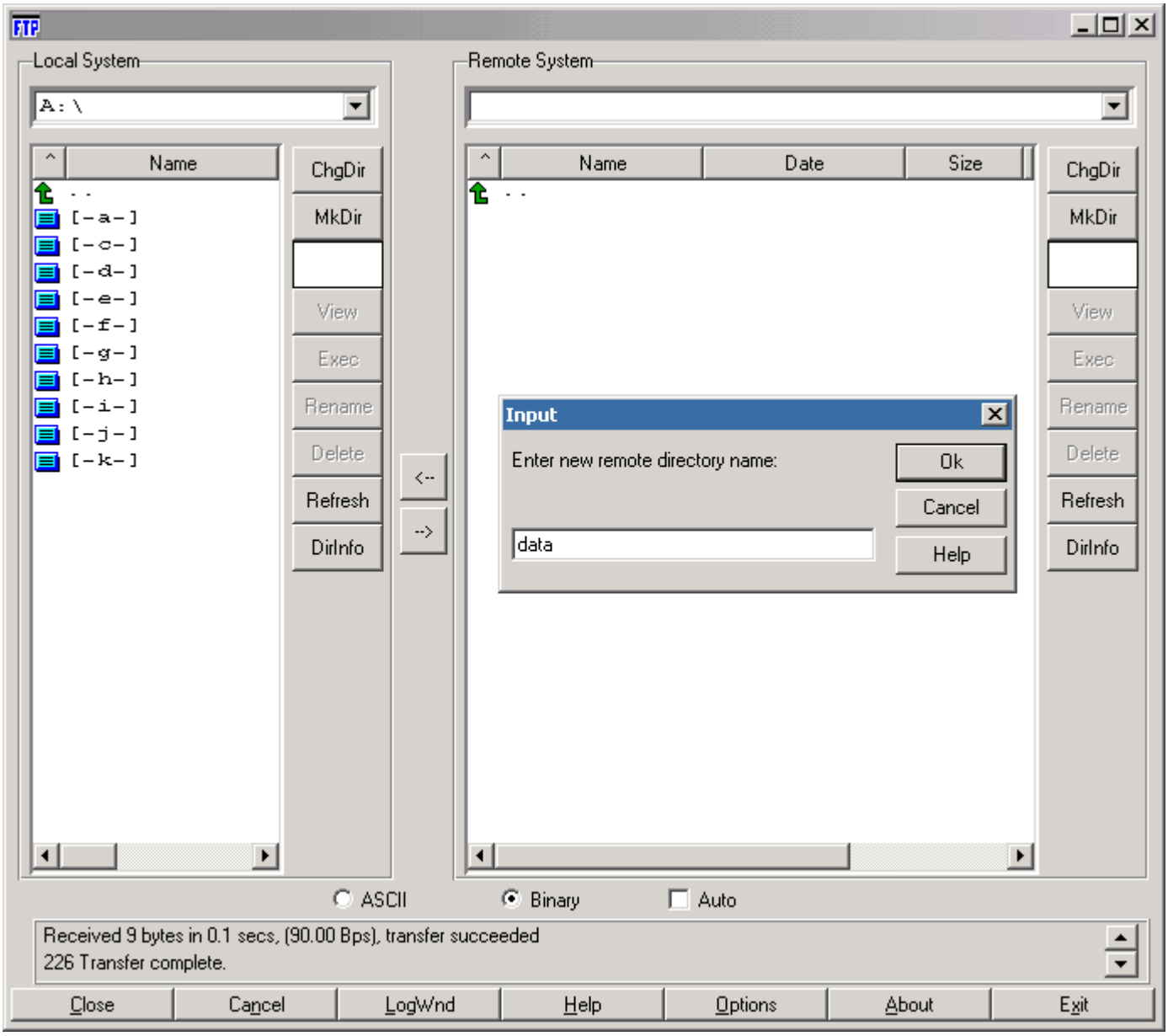
Your website host will provide you with the FTP settings for accessing your website directory. Using a file transfer application, like WS_FTP or CuteFTP you connect to your host's FTP server and manage your website directories and files. If you have any problems with these steps, your website host can provide the best help, because they are familiar with the configuration they supplied to you and their environment.

Create Directories

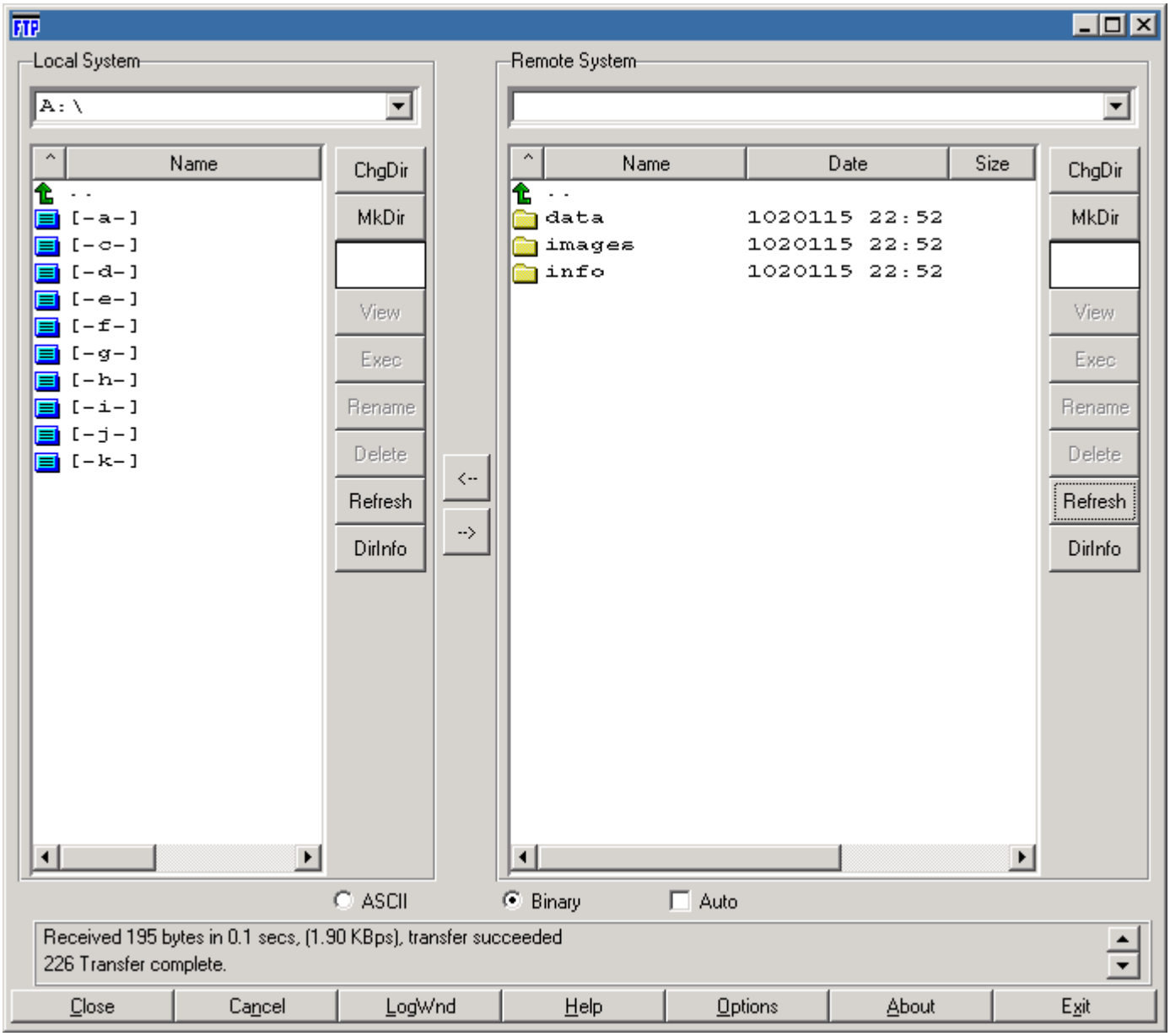
Your root directory as delivered by your website host is most likely empty. First you will add to the root directory, the directories, data, image, and info.



This screenshot shows the data directory being created. After clicking *MkDir*, enter *data*. The process is repeated for the images and info directories.

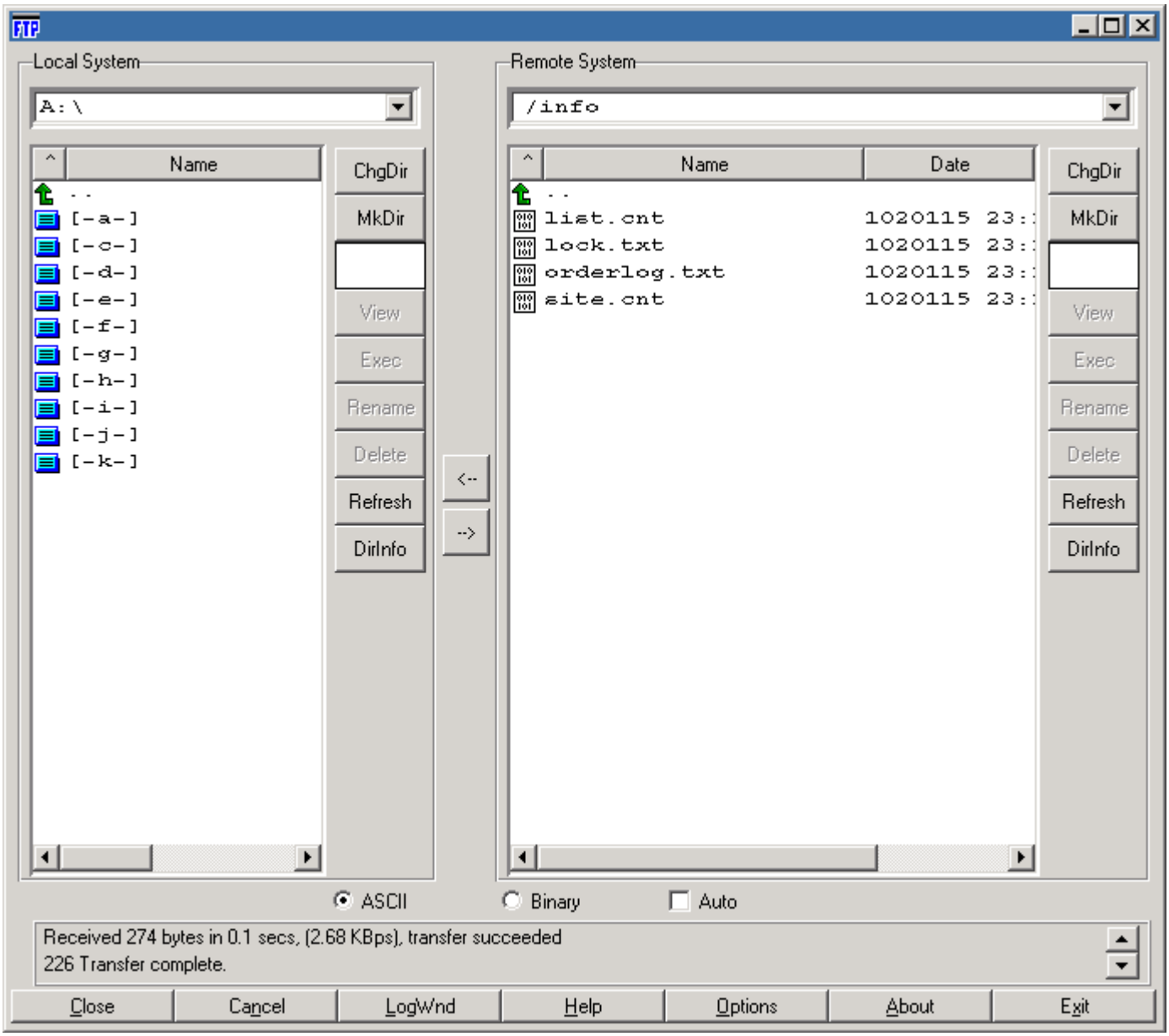


The root directory after the directories are created.



Upload Files

Upload the files (.txt and .cnt) to the /info directory, from CD:\verify\info directory.



Upload the site image files (.gif and .jpg) for the /images directory, from CD:\WebD71\web\images.

63 Upload the root directory files (.htm and .cgi), from Output Directory (63) during the website generate step in WebD71.

Logo Images Specifications

The site, as supplied, uses an example logo, the logo.gif and logo65.gif files. You need to replace logo.gif and logo65.gif with your logo gif files. and upload your logo.gif and logo65.gif to your site. The specifications for logo.gif are a width of 130 pixels, height of 130 pixels at a resolution of 72 pixels per inch, which yields an image width of 1.806 inches and height of 1.806 inches. Build your replacement logo.gif to these specifications for a seamless implementation. The specifications for logo65.gif are a width of 87 pixels, height of 87 pixels at a resolution of 72 pixels per inch, which yields an image width of 1.208 inches and height of 1.208 inches.

Photograph Images Specifications

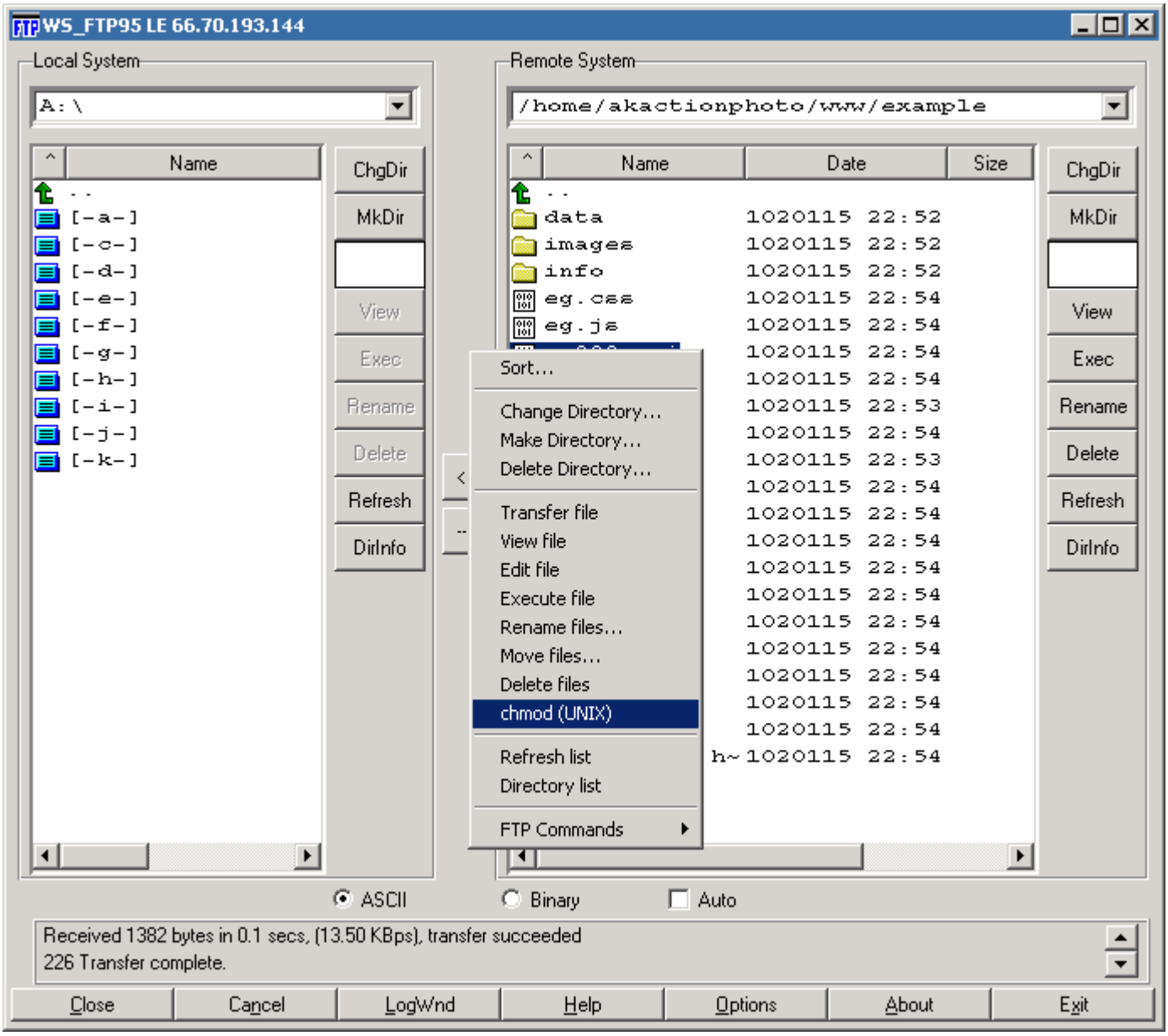
You will be scanning either slides or negatives or prints to get .jpg files. The site expects a vertical image .jpg have a width of 180 pixels and height of 268 pixels at a resolution of 72 pixels per inch, which yields an image width of 2.5 inches and height of 3.722 inches. This is the same ratio of width to height found in a 35mm negative. The vertical thumbnail .jpg is 36 pixels wide, 54 pixels high, resolution 72 pixels per inch, 0.5 inches wide by 0.75 inches high. For a horizontal image .jpg, the width is 268 pixels and height 180 pixels at a resolution of 72 pixels per inch, which yields an image 3.722 inches high by 2.5 inches wide. The horizontal thumbnail .jpg file is 54 pixels wide, 36 pixels high, resolution 72 pixels per inch, or 0.75 inches wide by 0.5 inches high.

CGI File Properties

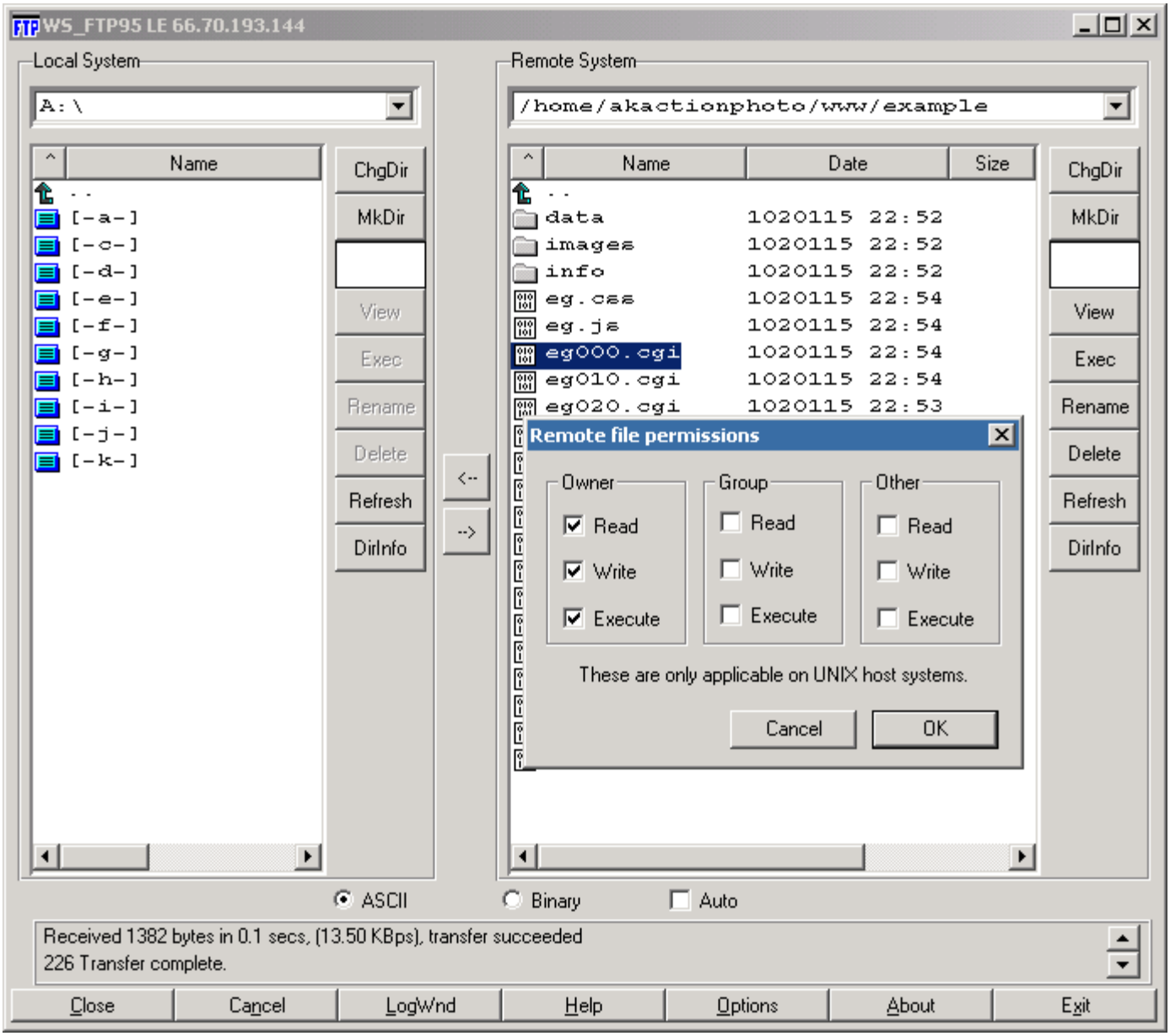
The site uses CGI PERL scripts to dynamically build HTML pages. These CGI scripts read the files, assign.txt and the .txt files listing the photographs at an event. It is imperative that .cgi files be uploaded in ASCII mode. At this point, you need to tell the web site host operating system that these CGI scripts can not only be read, but they can execute. The following files need to have a UNIX access permission of execute:

eg000.cgi
eg010.cgi
eg020.cgi
eg030.cgi
eg100.cgi
eg100.cgi
eg110.cgi
eg200.cgi
eg210.cgi
eg400.cgi.

With WS_FTP, first select the file to change by clicking it, then right-click it for the pop-up menu. Select *chmod* and click.



The owner class should have the following access permissions checked, read, write, and execute. The group class and other class should have all access permissions unchecked. Quite often when using this feature, it seems to inherit an odd set of check permissions and not always accurately reflect the current permisstions. Click *Refresh* click *DirInfo* and then review the permissions.



Verify the Website

At this point the infrastructure of the site has been published. In this section, we will add two events and use them, which will verify that all components of the site are functioning. These same two events were used in the demonstrations available at www.WebD71.com. The events demonstration is at: http://www.webd71.com/demoevents/index.htm. The PIN demonstration is at http://www.webd71.com/demopin/index.htm. Finally, the BIB demonstration is at http://www.webd71.com/demobib/index.htm. When you have completed this section, you should see the same results as at the demonstrations. Both this section and *Update Your E-commerce Site* give you the complete picture of making routine changes to your site.

The example events used are an equestrian event and a soccer event. The equestrian event, Annual Foliage Trials took place 19 October. The directory for this event will be /green1019. The file list1019.txt lists the photographs from this event. The soccer event, Smith Tournament, took place 28 March. The directory for this event will be /blue0328. The file list0328.txt lists the photographs from this event.

The steps for adding these supplied events are identical to the steps used for adding your events.

- Create a text file listing the photographs at the event, list0328.txt.
- Create a directory at your web site host for the event, \blue0328.
- Upload via FTP (Binary mode) the photographs, .jpg files, into the event directory, \blue0328.
- Upload via FTP (ASCII mode) the text file listing the photographs.
- Update the assign.txt file.
- Upload via FTP (ASCII mode) assign.txt file.

List of Photographs (list0328.txt)

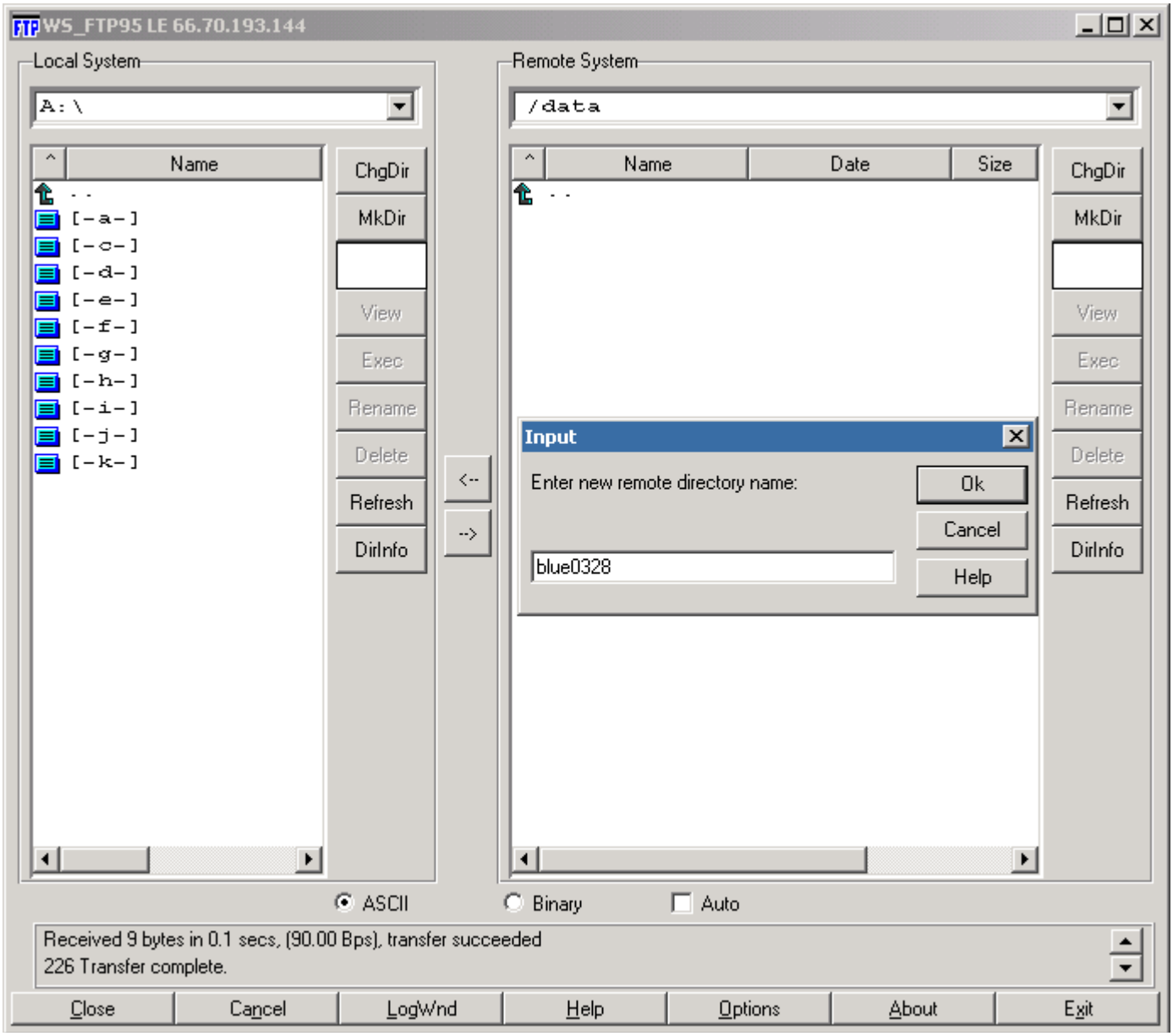
The first line is a heading. The <BR> tags are HTML line breaks. Each line that follows is for a single photo. The bib number precedes the '_'. The frame number follows the '/'. All unidentified bib number photos are placed at the end of the list. The entries for bib 1024 indicate horizontal alignment of the photo. All others are presented as verticals. The naming convention for the photograph image files (.jpg) is bib_fileID/frameID.jpg. The naming convention for the thumbnails is bib_fileID/frameID.jpg. The contents of list0328.txt:

 Verify Event (BLUE) 28 March 2001	(heading)
128_01130/04	(photo for bib 128 frame 4)
128_01130/05	(photo for bib 128 frame 5)
128_01130/06	(photo for bib 128 frame 6)
64_01130/07	(photo for bib 64 frame 7)
64_01130/08	(photo for bib 64 frame 8)
64_01130/09	(photo for bib 64 frame 9)
32_01130/10	(photo for bib 32 frame 10)
32_01130/11	(photo for bib 32 frame 11)
32_01130/12	(photo for bib 32 frame 12)

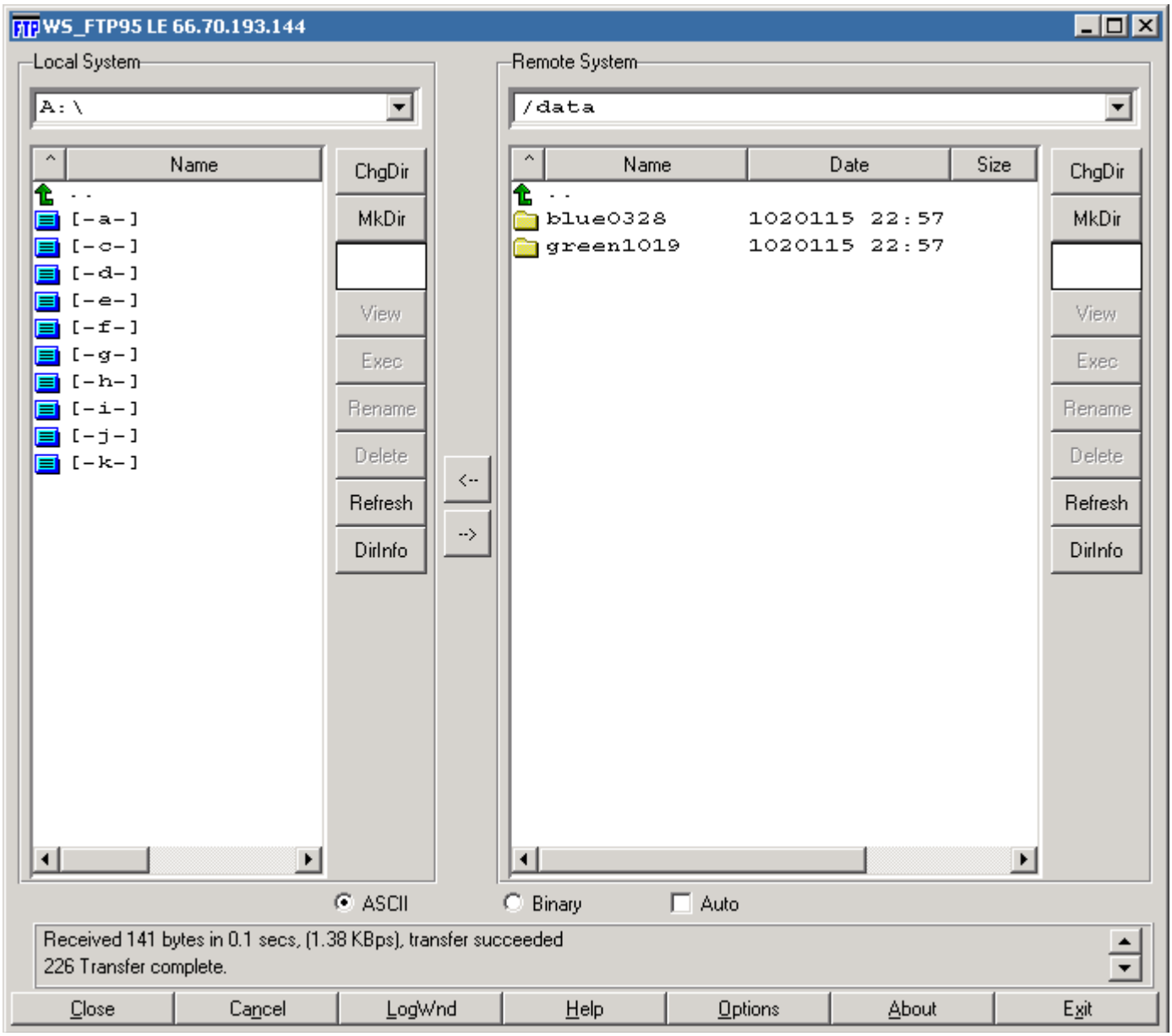
1024_01130/24/h	(photo for bib 1024 frame 24)
1024_01130/25/h	(photo for bib 1024 frame 25)
1024_01130/26/h	(photo for bib 1024 frame 26)
b_01130/01	(unidentified bib photo frame 1)
b_01130/02	(unidentified bib photo frame 2)
b_01130/03	(unidentified bib photo frame 3)

Directory for Event (/blue028)

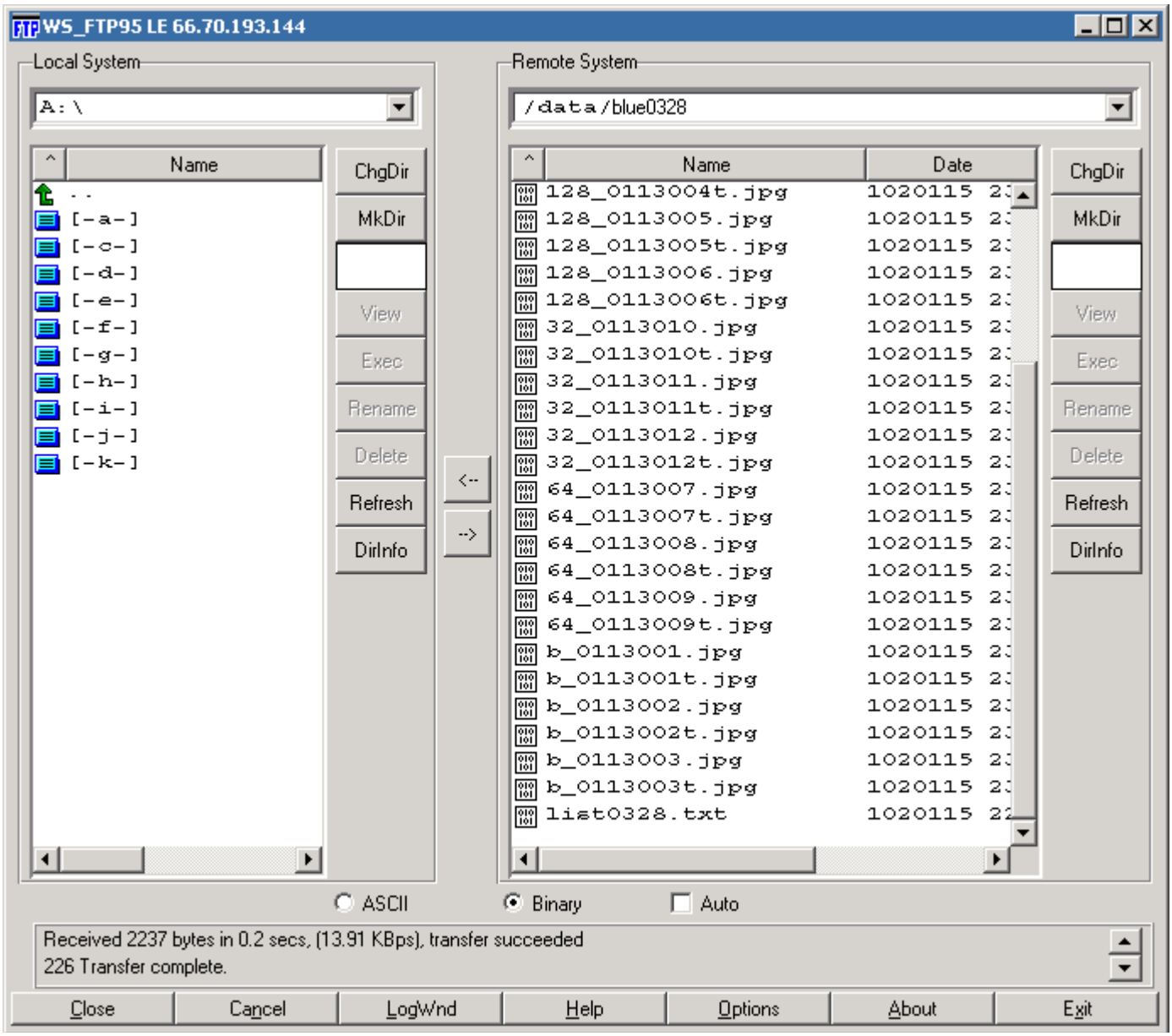
This screenshot shows the data directory being created. After clicking *MkDir*, enter *blue0328*. Repeat for the *green1019* directory.



The data directory after the event directories, /blue0328 and /green1019 are created. When you decide to remove the equestrian event (/green1019) from your site, you will delete the /green1019 directory and all files within it. By isolating events into discrete directories, site management is easier.



The /data/green1019 directory after uploading the photograph files (.jpg), thumbnail photograph files (t.jpg), and the text file listing the photographs, list1019.txt.. The .jpg files are uploaded as *binary*, and the text file as *ASCII*.



Update Your E-commerce Site

Follow the simple steps below, when adding an event and photographs from the event to your website.

- Create a text file listing the photographs at the event, for example list1019.txt.
- Create a directory at your web site host for the event, for example \green1019.
- Upload via FTP (Binary mode) the photographs, .jpg files into the event directory.
- Upload via FTP (ASCII mode) the text file listing the photographs.
- Update the assign.txt file.
- Upload via FTP (ASCII mode) assign.txt file.

Assign.txt File

As an example, we will use the files which verified the generated site was functioning correctly. The blue buttons link you from data supplied to how it appears on the website.
Contents of assign.txt file:

64 Equestrian - Fall 2001

65 66 67 19 October@Annual Foliage Trials@list@data/green1019/list1019

68

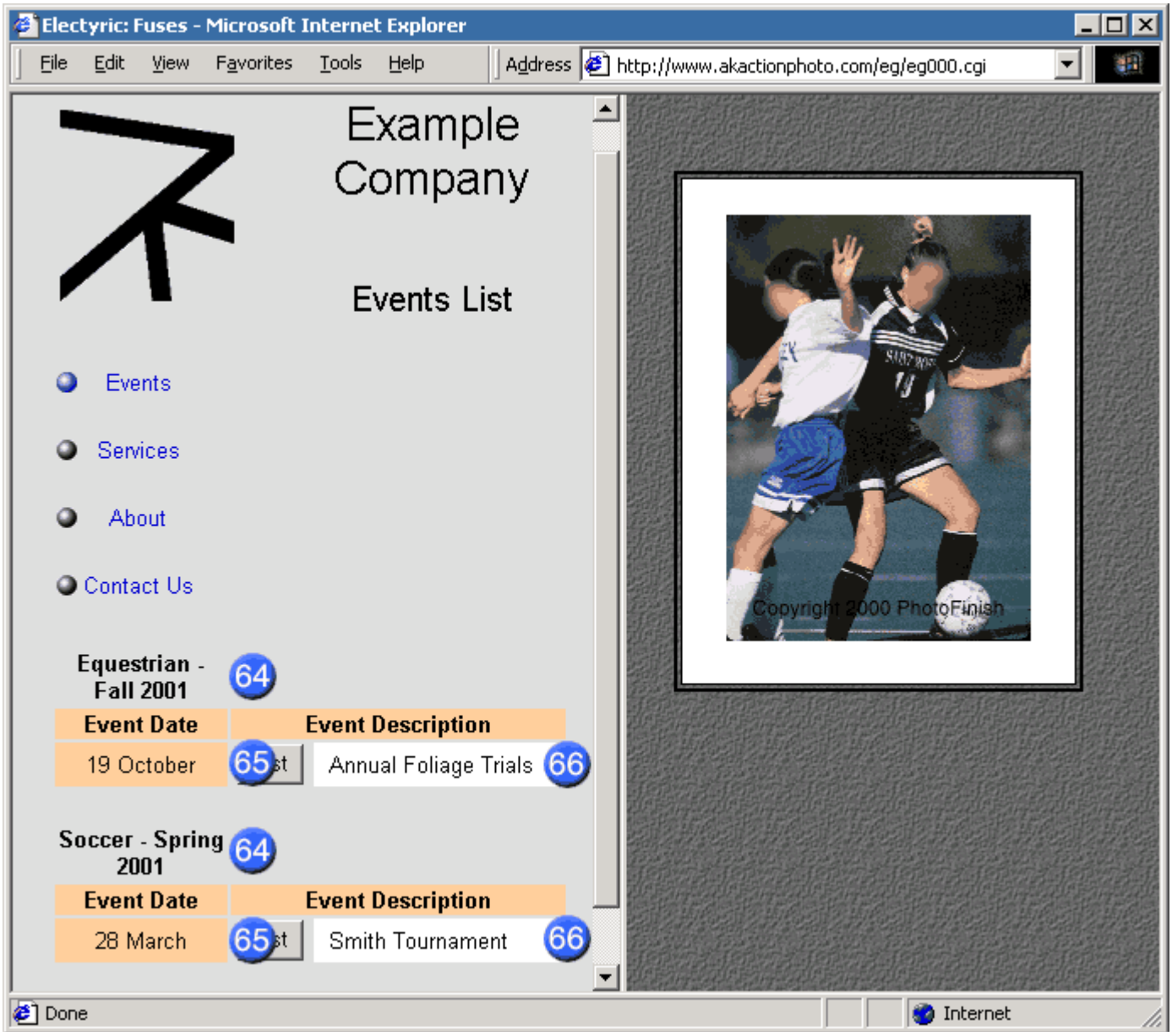
64 Soccer - Spring 2001

65 66 67 28 March @Smith Tournament@list@data/blue0328/list0328

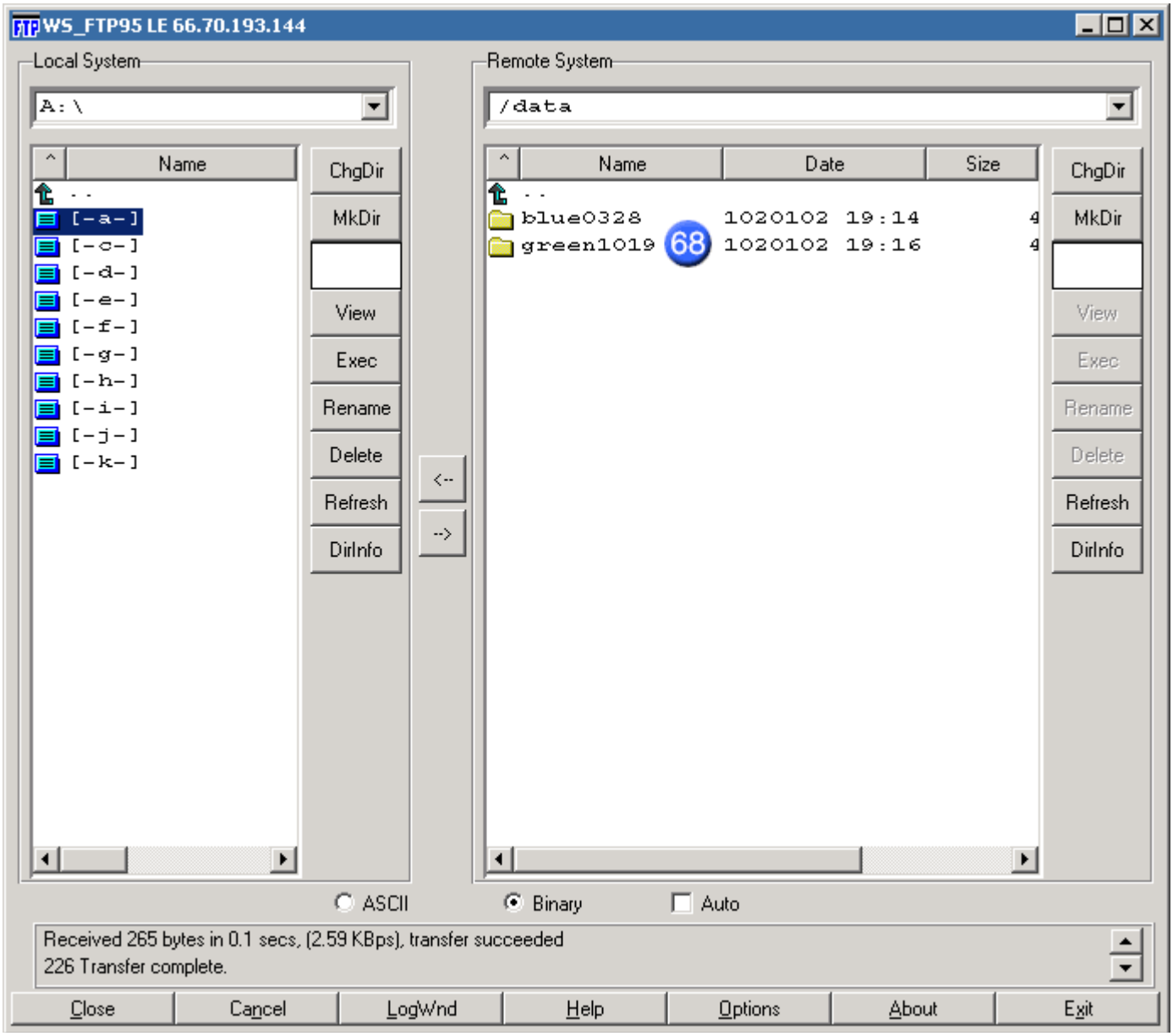
68

A line of text without an @ is a header line (64). On the screen shot, you see how it defines a group of events. An event line in assign.txt has 4 chunks of data, separated by @s:

event date	19 October	(65);
event description	Annual Foliage Trials	(66);
entry type	list (always)	(67);
file listing photographs	/data/green1019/list1019	(68).



event date	19 October	(65);
event description	Annual Foliage Trials	(66);



file listing photographs /data/green1019/list1019 (68).