

clic.net



+ Design



+ Website Development



+ E-commerce



+ Web Hosting



+ SEO

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Introduction

ClicShop / SellOnline™ is a web-based ecommerce solution that is targeted on small and medium businesses although larger businesses can find a fit since the number of functionalities is large and tends to grow every year. You will not have to install the software on your computer or any server: the ClicShop / SellOnline™ software resides on our servers and you will manage your store entirely on the web. You will find it at www.ClicShop.com or www.canada-shops.com ClicShop / SellOnline™ security is managed by us, so you don't even need to buy a SSL certificate for your web site. All transactions are done through ClicShop / SellOnline™, so security is handled by us. Security is very important in an ecommerce application. Not only are your transactions being recorded using SSL certificates, but managing your store will be done securely too, using the same certificates. And we thought about security all the time when developing the software so that your data can remain secure and only accessible by you and nobody else.

Another plus is ClicShop / SellOnline™'s ability to generate static HTML pages, so that they can be placed on any server type, be it Windows, Linux or other Unix variant.

ClicShop / SellOnline™ will let you define categories and subcategories. There is no limit on the number of categories and sublevels you can define. This will allow you to organize your store in departments, product types, or any other arrangement you want to make of your store. You will then define products for your store and assign them to one or many categories. ClicShop / SellOnline™ supports many product types:

- Item. This is a tangible product that can be shipped.
- Service. This one does not ship.
- File. This is a downloadable item.
- Software Key. This is a string that can be used to unlock a software.
- Or any combination of those 4 item types, e.g. a product could be a software defined as an item and a downloadable file, where the software package that is shipped to the customer is defined as an item, and the file will allow the customer to download the software as soon as the payment is processed.

You can assign options to your products so that they are further customized. You can assign any number of options to your products.

ClicShop / SellOnline™ will allow you to define your products in several languages and define prices in many currencies as needed.

Your store configuration will then include the precise setting of taxes, shipping options, payment options, and the look of your store using templates. You will also be able to define promotions for your store so that your customers can benefit from rebates that you decide to offer them. ClicShop / SellOnline™ connects to several payment gateways, so that your credit card transactions can be automatically processed. Pricing for credit card processing is different for all

gateways and is not included with ClicShop / SellOnline™ packages as they are charged by the gateways and not ClicNet. Please check our web site to see if your credit card processor is listed, or call us for more information.

This manual will cover all aspects of ClicShop / SellOnline™, but depending on the package you buy, all features described in this manual may not be available to you. If you need a particular feature described in here, you may need to upgrade your package. Please call us.



In this manual, we try to explain as well as we can each aspect of the software, but some parts may be more difficult to understand, especially if you are very good at selling your products but are less technically inclined when it comes to Internet syntax and its protocols. When you come to that and need to understand what to do to profit from a certain feature, please refer that topic to one of your IT specialists or call us so we can guide you. Topics that we think require more technical skills will be highlighted with the geek icon as seen on the left.

Creating your store

The first thing you need to do to create your virtual store is to go to <http://www.ClicShop.com> or <http://www.Canada-shops.com> and click on this image from the home page:

FREE* 30 Day Trial!

Create your own ClicShop™ store with our online tool and try it for FREE for 30 days. Choose one of our Standard or Express templates, configure your catalog and generate your website in a few minutes!

* Web hosting plan required to activate stores created with the free trial.

START TRIAL

Home | Services | Options | Pricing | Functionalities | FAQ | Technical Support | Contact Us **TRY IT FREE FOR 30 DAYS!**

POSTES CANADA CANADA POST

3 Easy Steps:

- 1 Choose one of our many Website templates
- 2 Add your products and organize your store
- 3 Accept online payments

COMPARE OUR PACKAGES

You will first select your country, and the coordinates of your store: these are your physical coordinates. They are important because they are used in your shipping fees calculations, so be sure to enter them correctly. Your location will also be used to automatically show your local time, when time needs to be displayed.

New store - Step 1/3

Please provide all requested information.
The "red" fields, followed by an asterisk, are **mandatory**.

Name of store* :	<input type="text"/>
Address* :	<input type="text"/>
City* :	<input type="text"/>
Province* :	Ontario <input type="button" value="v"/>
Pays :	Canada
Postal code* :	<input type="text"/>
Phone number* :	<input type="text"/>
Phone number 2 :	<input type="text"/>
Fax :	<input type="text"/>
E-mail* :	<input type="text"/>
Mr. / Mrs.* :	<input checked="" type="radio"/> Mr. <input type="radio"/> Mrs.
First name* :	<input type="text"/>
Last name* :	<input type="text"/>

In order to reach the management interface of your store, you must choose a store alias and a password.

Don't forget that the URL of your store will be created from your store alias.
Example : <http://www.clicshop.com/Stores/storealias/>

Store Alias* :	<input type="text"/>
Default Username* :	admin

For security reasons, your password must:

- Contain at least 7 characters
- Be different from your store alias
- Contain at least one of the following symbols: ! # \$ % ? & * () @
- Contain at least one number
- Contain at least one letter

Example : 1Candy!

Password* :	<input type="text"/>
Type Password Again* :	<input type="text"/>

Email

The email you enter will be used when we need to communicate with you, either for announcements or ClicShop / SellOnline™ warning you of new orders or an importation completed.

Store Alias**Password**

At the bottom of this form, you have to choose a store alias. This will be your store username. You will use this alias when logging in again into ClicShop / SellOnline™. The store alias must be unique across all ClicShop / SellOnline™ merchant, so if the alias you choose is already taken, you will be asked to choose another one. If your store is to be published locally on ClicShop / SellOnline™ rather than by ftp on your own web site, you may want to choose carefully this alias since it will be part of your URL (see [text] page [page]). If you choose to publish your store on your own web site, the alias will not appear in your URL. Nevertheless you must carefully choose your store alias since it's the only thing in your store that you will not be able to change later. If ever you want to change your store alias, you will have to create a new store. ClicShop / SellOnline™ allows you to define several users to manage your store (see *Store Users* page 33). During the store creation, the default user will be the administrator of the store. Its username is *admin* and cannot be changed. You have to enter a password for the store administrator. For security reasons, we ask that this password meets certain complexity requirements, so that your store password cannot be guessed or forced.

The next screen allows you to select which languages and currencies will be used in your store.

New store - Step 2/3

Currencies
Your accounting software must support the selected currencies.

Display order	Currency
<input type="checkbox"/>	<input type="checkbox"/> : Australian Dollar (AUD)
<input type="checkbox"/>	<input type="checkbox"/> : British Pound (GBP)
<input type="checkbox"/>	<input type="checkbox"/> : Canadian Dollar (CAD)
<input type="checkbox"/>	<input type="checkbox"/> : Euro (EUR)
<input type="checkbox"/>	<input type="checkbox"/> : Japanese Yens (JPY)
<input type="checkbox"/>	<input type="checkbox"/> : New Zealand Dollar (NZD)
<input type="checkbox"/>	<input type="checkbox"/> : US dollar (USD)

Languages
Which languages will be used in your store?

Languages Used	Default Language	Default communication language
<input checked="" type="checkbox"/> english	<input checked="" type="radio"/> english	<input checked="" type="radio"/> english
<input type="checkbox"/> french	<input type="radio"/> french	<input type="radio"/> french

Weight Unit for shipping
Which weight unit would you like to use for shipping purpose ?

Dimensions
Which measure unit would you like to use for shipping purpose ?

Currencies

Currencies are displayed here in alphabetical order. You select the currencies you wish to use in your store. You must select at least one currency. The display order is the order in which the prices will be displayed on your pages. For example, if you select *Canadian dollars* and *US dollars*, you will see 1 appear as the display order for *Canadian dollars* and 2 for *US dollars*. This means that the price in Canadian dollars will appear first, followed by the price in US dollars, like this:

Product 1
\$CAN 1.30 - 1.20 USD\$

The display order can be changed at any time. If you choose to sell in more than one currency, you will have to define prices in all those currencies. Prices in different currencies will be displayed on the product page. If you select more than one currency, we cannot display a single price depending on the customer's preference since your store makes use of static HTML pages. The currency will be selected by the customer when he adds his first item to the cart.

Languages

Then you select the languages you want to use in your store. If you select one or more languages, you will have to define your categories and your products in all those languages. Independent HTML pages will be generated for every language you select. The default language is the language that will be used for your store home page. The communication language you select is the language in which you want ClicNet to communicate with you when making announcements.

Weight Dimensions

The weight and dimension units you select will be used to define weight and volume (length, height and depth) used by your items. These values may be used to calculate a shipping price. If you enter weights and dimensions for your items and later change the units, there will be no conversion on the value you entered, so you should select the correct unit before entering any weight and dimension value.

Logo

The company logo will be used in the predefined templates as your main store image. The same image will be used in the shopping cart. If you need a different look, you'll probably need to get a custom template (see: *Designing your store*, page 32). To upload your company logo, click the *Browse* button and select an image (gif or jpg) on your hard disk.

Web Site

If you want your web site to appear on its own domain name, you will publish it by ftp (see [text], page [page]). Here you will enter the web site name (e.g. www.website.com) of your store, so that it is referenced correctly when generating store pages.

Description Keywords

You can enter a store description and store keywords for each language you have selected. The description and keywords will appear as meta-tags in your generated HTML pages.

Users Passwords

As the store administrator, you have the control over the password policy of all users you will define in your store (see *Store Users*, page 33). You can define if users will need to change their password after a certain number of days, even the administrator (*admin*) user. If you leave this field empty, no password expiration will take place and users will not have to update their password. Any user can change his password at any time, without the intervention of the administrator. If password expiration is set, you can define a reminder, in number of days, e.g. if you set the reminder at 7 days, when logging in, the user will be reminded to change his password 7 days before it expires. And you can force the user to select a password different than the last ones he used. These policies have been implemented to enforce security in your store.

Logo
Select your company logo:

Web Site
Enter your Web Site URL:

Description (english)
Store description
(255 chars. max)

Keywords (english)
Store keywords
(Comma delimited - 255 chars. max)

Users password
Users password expiration every days
Reminder to change the password days before expiration
The new password must be different from the last

Stay informed !
You will receive, regularly, marketing recommendation as well as the last innovations which can be useful for your shop. Yes, I wish to subscribe.

Would you like us to contact you for these services? (Check)

Web Site Design Yes, I wish to be contacted.

Custom e-commerce solution Yes, I wish to be contacted.

Web site hosting Yes, I wish to be contacted.

Promotion in Search Engines / Marketing Yes, I wish to be contacted.

Other: (Specify)

Stay informed

Check this box if you wish to receive update and announcements from ClicNet.

We also ask you if you need more information for any of our services. We will then contact you if you check any of these boxes.

The last step is the verification of all parameters you selected. If you need to make any correction, press *Make a change*. If you are satisfied with your selections, press *Continue* and begin administering your store.

It is suggested that you begin by setting your taxes (see page 41), your shipping configuration (see page 35) and your payment configuration (page 40) before adding any product into your store.

Administering your store

The interface



The interface is organized in tabbed sections where the functions are logically grouped.

The **Store** section contains functions to help you build your store, organize it into categories, manage your templates (the look of your store pages), importing and exporting your data, and publishing your store on your web site.

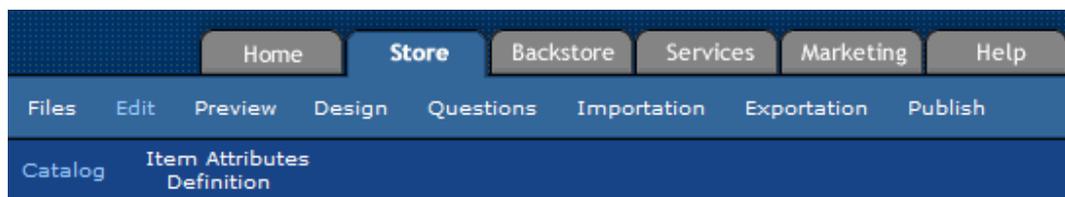
The **Backstore** section contains functions for your store configuration: coordinates, languages, currencies, shipping, payment, taxes, and default inventory values. It also contains functions to manage your orders and some tools to check your store configuration.

The **Services** section contains links for some services ClicNet can offer you to help you build and host your store.

The **Marketing** section contains functions to manage promotions, your affiliation program, management of your customers (including a mailing function) and some marketing tips.

The **Help** section contains link to online pages and services to help you when you cannot find the answer in this manual.

Managing your catalog



This section contains the functions you need to organize your store and enter your products in your store. Your store will be mainly made of category and item pages. An item page is a page that describes a single product with its complete description, its options, its price and other information related to this item. A category page lists items in this category. An item can be listed in more than one category (if you modify one of its values, such as the description or price, all instances are automatically updated).

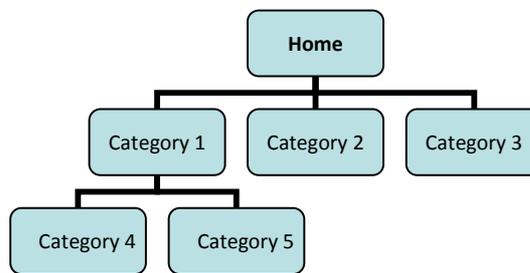
In the first part of this page you will find a search function to help you quickly find your products within your store, no matter in which categories they are located. It will come handy when you have more than a few hundreds products.

teststore : Your store contains 15 items,
including 12 in this category.

 [Advanced Search...](#)

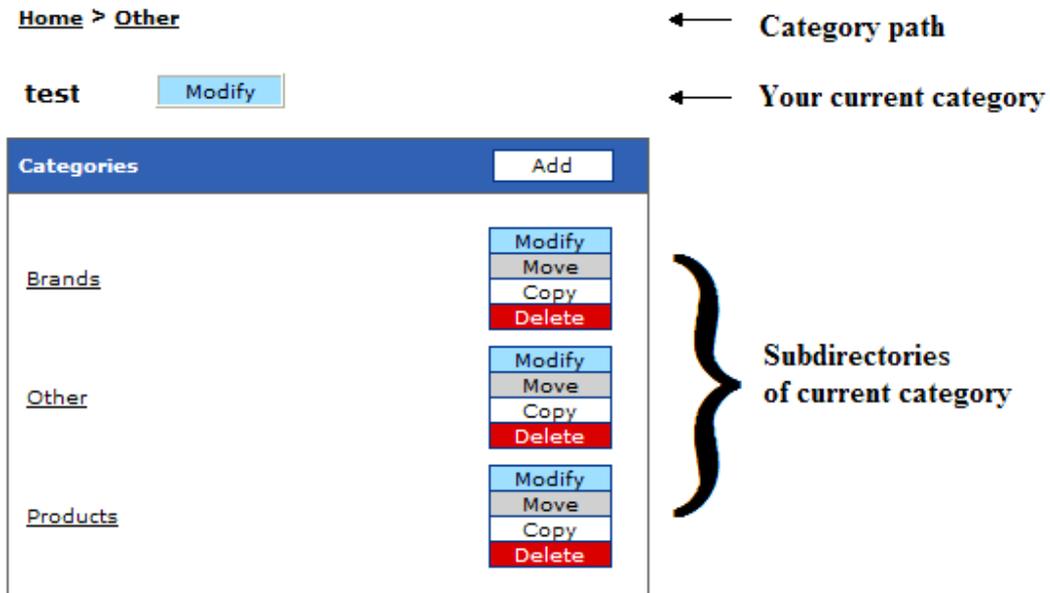
The advanced search will allow you to target precisely items using other criteria than their names. For example, you may want to search only for software keys, or for items having certain dimensions or weight. You can even find your items that do not have dimensions or weight defined. When you get your search results, you view the items found and the category containing those items. So you can go and edit any item found or go to that category so that you view the entire category containing the item. When you search for a keyword, the item name and description only are searched.

Then you find the categories organizer, where your main categories are displayed. You can define a hierarchy in your store using these categories. Here is a representation of some categories you could define in your store.



You can go down as deep as you want within subcategories. At first, you will see your Home category with all categories you have defined within your Home category.

The category path shows you the path of the current category from the Home category. You will not see categories deeper than one subcategory down.



To view a subcategory content, just click on it and you will go down. When viewing a category, you will see all the products it contains as well as its subcategories. To go up, just click on a category in the category path section.

A category is represented by its name, a unique code, its description, the associated template (see *Designing your store*, page 32) and its display order. The category name and description must be defined in each one of your store languages (see *Store Configuration*, page 27). The description is not defined along with its name, but rather in the catalog page. The category code is used to reference your category (usually in a custom template) and it must be unique within your store. The display order indicates the position of the category within the page where it is displayed. If you leave the display order empty, the alphabetical order will be used. You can also define the maximum number of items that will be displayed in the category. When more items needs to be displayed, they are spanned across several pages. You may also want to customize the URL where the category will be seen. You can do so by entering a name for the published directory. Note that only alphabetic, numeric, - and _ characters can be used for a published directory name. When updating a category, you can also associate promotions that can be used in this category (see *Using promotions*, page 26).

Then, after the category list is the item list: these are the items that will be found within the current category. The items will appear sorted using the display order entered. If no display order has been entered, alphabetic order will be used, the items having a defined display order being sorted first.

You will find a small icon (🗑️) in front of a category name or an item name indicating that the category or item page will be regenerated when you start your next publication (see

Publishing your store, page 17).

An item is composed of many values, the most important being its name, description and price. But first of all, an item can be of several types: a tangible item (or simply called an item), a service, a downloadable file, a software key or a combination of any of these types. Here is a description of these types:

-  **Item:** this is the common product type, where the item has to be shipped to the customer. When a customer buys this item, he will have to give a shipping and a billing address.
-  **Service:** the service differs from the item where the service will not need a shipping address, because it is not a physical good delivered to the customer.
-  **Downloadable File:** this is one or several files that are sold to the customer. When the customer has fully paid the order (payment made online or approved by the merchant), he then has access to download the files that compose this product. If there are several files to download, the customer will get several links for each downloadable file. The files available for selling are uploaded into the *Files* section (see *Uploading files*, page 19).
-  **Software Key:** this is a single string that is usually used to unlock a software. When using this item type, you have to give a list of available software keys to give to the customers buying them. You may also provide the software keys by having ClicShop / SellOnline™ call an URL to get the software key in real-time, when the order is being processed. A software key will only be given to the customer when the payment is fully received (online payment or approved by the merchant), i.e. if the payment is done through a payment gateway online, then the key can be given to the customer as soon as the payment is completed, which means it will be readily available on the order confirmation. If the payment is made by cheque or any other method that needs manual processing, the key will only be given to the customer when the payment has been approved by the merchant. The key is not sent by email to the customer. The customer has to get it securely, online, on the order confirmation page. It will not appear until payment is completed. If the payment is manually processed, the customer is not warned when payment is completed, so you have to contact the customer to get back to his order to get the software key.
-  **Combo:** this is a combination of any of item types above, i.e. a combo could be an item and a downloadable file, where the software can be shipped in a shrink-wrap box, and some files (or even the software itself) can be downloaded as soon as the payment is processed. When you want to create a combo item, you first have to select which types to use. When the combo item is created, its type cannot be changed. If you need to change it, you will have to delete it and create a new one.

Here is a description of all values you can give to describe an item:

- **Name:** You have to give a name to your item for each language that your store uses. If you choose to use 3 languages, you will see 3 fields, one for each language, with the language code in parentheses (e.g. *en* for English, *fr* for French, *es* for Spanish).

- **Code:** This is a code associated to this product. It has to be unique across all of your products. If you leave this field empty, ClicShop / SellOnline™ will automatically create a code for you.
- **CUP Code:** This should be the manufacturer's code, or the SKU, for your product. If you do not have any code, you may leave this field blank. Unless you use a custom template (see *Designing your store*, page 32) and add the code to the item page, it will not appear.
- **Description:** This is the description of your product. You can click the  icon to open a web editor and fully customize the description using HTML code. The web editor will make it easy to edit HTML code since you will not see HTML code (unless you want to) and it will feel as if you were editing text with Microsoft Word™. The dimensions you see in the drop down menu are the dimensions of the web editor, which will appear in its own window. When you have finished using the web editor, click *Validate* to return to the product edition page. A description has to be entered for each language that your store uses. The language code will appear in parentheses.
- **Price:** This is the price you want to sell your product to your customers. A price has to be entered for each currency that your store uses. The item page will display the price in each currency that you defined. The customer will simply choose the currency he wishes to use when adding the product to the cart. As soon as the customer has chosen a currency, he will continue using this currency for all other products he will subsequently add to the cart during this session. If the customer wishes to use another currency, he will have to delete all products from the cart and add items again.
- **Taxes:** Select the taxes that should apply to this product. See *Taxes*, page 41.
- **Dimensions:** If your product type is an item (shippable), you can enter its dimensions (width, depth and height). The dimensions units are displayed and can be changed in your store configuration (see *Store Configuration*, page 27). If you ship with Canada Post, you have to specify the dimensions. If not, the correct shipping price will not be computed and the customer will not get a price in real time.
- **Weight:** If your product type is an item (shippable), you can specify its weight. The weight unit is displayed and can be changed in your store configuration (see *Store Configuration*, page 27). If you ship with Canada Post or UPS, you have to specify the weight. If not, the correct shipping price will not be computed and the customer will not get a price in real time.
- **Template:** This is the template that will be used to display this item page. If you leave it blank, the default template will be used. See *Designing your store*, page 32.

- **Quantity:** This is the quantity you have on hands of this product. You can use this value to manage your inventory. See *Managing your inventory*, page 20. If inventory management is enabled, each time an item is bought, its quantity is decremented, so that you will not sell products that you cannot sell and ship. If you leave this field blank, inventory will not be managed for this product.
- **User Fields:** If you have defined custom attributes, you may enter their values here for this product. See *Custom Product Attributes*, page 43.
- **Image:** You can upload an image for this product. The image must be placed on your computer. Then you click *Browse* to select the image on your computer. When you update the product, the image will be associated to this product. If the product already had an image, it will be replaced. The image must be a valid gif or jpg file. The image file must be smaller than 800 KB. The maximum image size is 250 pixels (width) x 250 pixels (height). If the image is larger than those dimensions, ClicShop / SellOnline™ will resize it so that the width and height remain within allowable limits. ClicShop / SellOnline™ will automatically resize the original image to make a smaller one that will be used as thumbnail in category pages.
- **Software Key:** This subsection is used to define the values related to the software key (if your product is a software key).



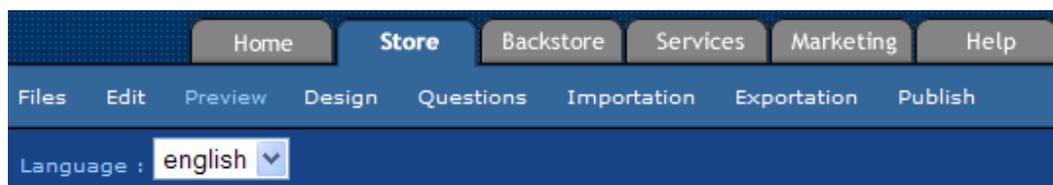
- **Download Keys:** Use this function to download a list of software keys into ClicShop / SellOnline™. The file must simply consist in one key per line. They will be added to the available keys for this product and given to the customer one by one as soon as the keys are bought and paid for.
- **Export Keys:** Use this function to export and view the remaining keys associated to this product.
- **Internal/External:** This option is used to specify where the keys are coming from. If you upload the keys into ClicShop / SellOnline™, then they are internal. If the keys are generated by an external system, then the keys are external. External keys are generated by any system on the Internet and available by calling an URL. Calling the specified URL will return a string which will be caught by ClicShop / SellOnline™ and the generated key will be associated to the order in real time when the customer completes the order and the payment is processed.
- **URL:** This is the URL that must be called if your keys are external to ClicShop / SellOnline™ and are dynamically generated by another system. You can specify any parameters in the URL to help protect it and customize the values returned. You can use some scripting tags, such as `[[Template:Order.ID]]`, `[[Template:Order.Number]]`. These tags can be used in the URL and they will be replaced by their values at the time of the order.

- **URL Username:** To help further protect your external system from getting your keys, you may protect it with authentication. The username needed to access the URL will be entered here.
- **URL Password:** To help further protect your external system from getting your keys, you may protect it with authentication. The password needed to access the URL will be entered here.
- **Result Filter Begin and End:** When calling the URL, the key may be part of a more complex page. The filter will help to get only the key. The filter will find the Begin String and the End String and extract the key that is placed right between these two strings. For example, let's say your system returns "The key is: ABCDEF1234567. Thank you!". You would then define the Begin Filter as "The key is: " and the End Filter as ". Thank you!".
- **File:** This subsection is used to specify the values needed for a file. This product type can in fact be composed of several files. First, you need to upload your sellable files into your *Files* section (See *Uploading files*, page 19). Then you select the files from the list. All selected files will be available as downloads by the customer as soon as the payment is processed. A link will then appear on the order confirmation for each file that is part of this product.
- **Cross-Selling:** By clicking this button, you are brought to a page where you select the other products you want to promote when a customer sees or buys this product. When your store contains few items, a list of your products appears and you select the ones you want to associate with the item. If your store contains many items, you will have to specify them by using their item codes. When other products are associated with this one, they appear in the item page and in the shopping cart as products the customer might be interested in. This should help sell more of your products by allowing your customers to see related items and buying them on the spot.
- **Display item:** When checked, the product will be shown in your store. If unchecked, this product will not appear on your web site and you will not be able to buy it.

When you are finished adding or editing the product, you may add options to it. Your items can have options such as color or size, and these options can change the price of the item. You are not limited in the number of options you can add to an item. Then, for an option, you define the values it can have. For example color can be blue, red or white. An option can also change the weight of an item, so that it could change the shipping price, if weight is considered for shipping.

An option may be required or not. If an option is required, it means that a value must be selected before adding it to the shopping cart. If not required, a value may be missing for this option when adding it to the shopping cart.

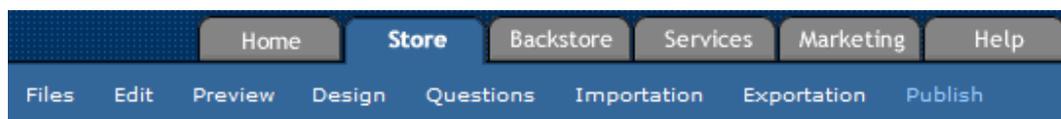
Previewing your store



This function allows you to preview your store before it is published. When you work on your products and categories, their new values are not available right away for your customers. You have to publish your changes so that they appear to your customers. Before your store is published, you may see what your store will look like by previewing it. In preview mode, you will be able to browse your entire store, and even buy an item (when buying an item in preview mode, this order will be flagged as a test order). When you browse through your store categories and you click *Preview*, you will see your store from this category instead of from the home page.

A submenu is displayed when you have more than one language, allowing you to easily switch from one language to another in your store.

Publishing your store



One of ClicShop / SellOnline™ strengths is its ability to build you a store that you can place on any server. ClicShop / SellOnline™ builds static HTML pages with your categories and items. These pages can be transferred onto your web server: that is the process of publication. Your store will then be on your web server, but all transactions (shopping cart, checkout, management) will still take place on ClicShop / SellOnline™ servers.

When you work on your products and categories, their new values are not available right away for your customers. You have to publish your changes so that they appear to your customers. This allows you to work on your store, add new products and test it, without affecting the store that is currently displayed to your customers. Your store can be published locally, where it will have an URL such as [www.ClicShop / SellOnline™.com/Stores/teststore/](http://www.ClicShop/SellOnline.com/Stores/teststore/). Or your store can be published by ftp on your own web site. Then all the HTML pages are transferred on your web site (see how to configure your publication, page 27). This process can take some time if your store contains a lot of items and categories, and you will be able to see its progress going on. When publication starts, you can see all sub processes working one after the other (see below). The generation of HTML files will not always have to do all the files, but only the files that the system knows must be regenerated. If some global setting has changed, then a complete regeneration of all files might be needed. Or you may force a complete regeneration by checking *Force Complete Regeneration*. When it is started,

edition of your items and categories will not be allowed until publication comes at the category generation process. You do not have to watch publication going on. You can continue managing your store, even quit: publication will not stop. You may then come back and watch the publication progress as if you never left the publication page. A progress function allows you to get a small popup window showing you a summary of your actual publication with completion percentage. If errors happen during publication they will be displayed in red and the failing process will usually retry to recover from the failure. If the publication cannot correctly complete, a message will be displayed at the end. If your last publication failed you will get an option to retry the publication from where it failed (*Retry Last Failed Publication*). You will also have a link showing you the results of the last publication.

You may start your publication right away or enter a date and time in the future, so that it starts later. When you schedule your publication, you can still get back and edit the date and time or even cancel it.

When publishing by ftp, all files placed in your main directory and all subdirectories are controlled by ClicShop / SellOnline™, i.e. if you remove an item from your store, the page will be removed from the web site at publication time. So, any pages that are not ClicShop / SellOnline™ generated pages will be removed from those directories. So if you have files to place into your web site, put them in another subdirectory. If not, ClicShop / SellOnline™ will delete them.

Here are the different steps the publication will go through:

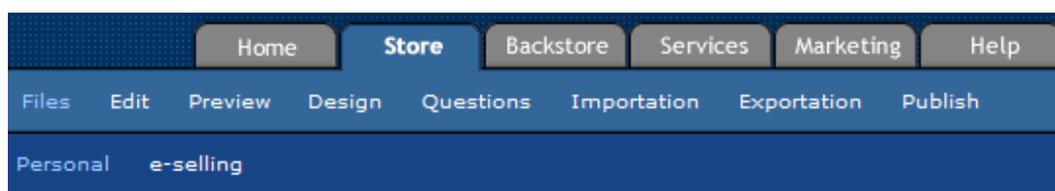
- **Database Publication:** this step copies all categories and items values from working space to your public space. From now on, your new prices have been updated in database. Customers buying them will get the new price even if the new page is not yet in place on your web site.
- **Images Copy:** this step copies all your images from your working space to your public space.
- **Custom Templates Copy:** this step copies all your custom templates from your working space to your public space.
- **Search Files Generation:** if your store has a search function, this step will generate the search files.
- **Header Files Generation:** if your store has a search function, this step will generate a header file necessary for the search page.
- **Footer Files Generation:** if your store has a search function, this step will generate a footer file necessary for the search page.
- **Info Files Generation:** if your store uses a standard template, an information file will be generated for each language used by the store. The info files will be named *Info.x.html*, where x is the language identifier. This standard info file will show the store address, its payment and shipping methods.

- **Category Files Generation:** this step will generate all category files that need to be generated. The home category will always be generated no matter if it was necessary or not. When this step begins, you can edit your catalog again.
- **Item Files Generation:** this step will generate all item files that need to be generated.
- **Missing Files Generation:** this step will check on disk if all category and item files have been generated. If found, missing files will be generated.
- **Verifying Files:** this step will do a last check for generated files on disk. If a file is missing, the publication will stop here. If you then retry the publication (*Retry Last Failed Publication*), it will restart at the previous step (Missing Files Generation).
- **Transfer Files:** this step will copy all generated files to its final destination. The final destination will either be local or by ftp.
- **Cleaning up Files:** this step is done to delete unnecessary files on the destination site. Unnecessary files are category or item files that have been deleted or renamed in your store.

Uploading files

The *Files* section has 2 subsections: one allowing you to upload files into ClicShop / SellOnline™ so that they are available for your store. This could be images, documents or music files. These files are available to everyone on the Internet. The other section allows you to upload files that you can sell. These files are not accessible by everyone. They can be downloaded by your customers only when they pay for it.

User Files

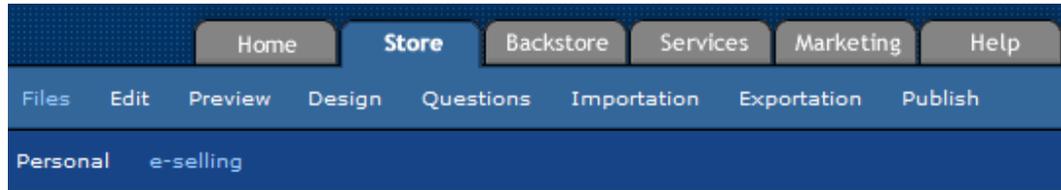


This section allows you to upload files into ClicShop / SellOnline™. Uploaded files are then immediately available to anyone on the Internet. They will be available at the address **www.ClicShop / SellOnline™.com/Stores/*yourstore*/Files/** where *yourstore* is your store login name. For security reasons, you cannot upload any file type in this section. For example, executable files and scripts are not allowed. You can upload image files, music files, text and documents. When files are placed in your Files section, you can use them in your web pages or in your templates using the operator **[[Template.Store.File Name=*Filename*]]** (see *Designing your store*, page 32). The filename uploaded may have its name changed to follow strict filename convention in this section. Only alphanumeric characters, - and _ are supported. Other characters will be removed from the filename.

There is a function allowing you to export all files of this section. When you click *Export all files*, a ZIP file containing all the files can be downloaded to your computer.

When a ZIP file is present in the *User Files* list, you can unzip its contents into the list. After a ZIP file is unzipped, the ZIP file is deleted.

Sellable Files

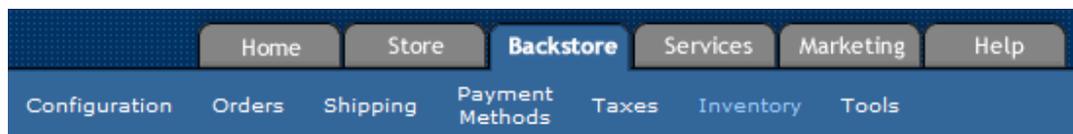


This section allows you to upload files that you wish to sell through your store. When you upload files here, they can be associated to a file product, which can then be sold. The file can be downloaded by the customer who buys it only when the payment has been processed (either automatically using a payment gateway or manually by the merchant). The file has to be associated to a product. If not, it can not be bought. Uploaded files are not accessible normally by an URL, unless it is bought by a customer, so you do not have to worry about your files being downloaded by anyone on the Internet. A file product can be associated with one or many files. So a customer buying a product containing several files will get several download links allowing him to get all the files, one by one. The download links appear in the order confirmation page when the payment is processed. Before the payment is processed, the links do not display, so if you do not use a payment gateway to process payments in real time, you will have to manually process the payment and only after that will the user be able to see the links in the order confirmation page and download the files. The filename uploaded may have its name changed to follow strict name convention of files in this section. Only alphanumeric characters, - and _ are supported. Other characters will be removed from the filename.

There is function allowing you to export all files of this section. When you click *Export all files*, a ZIP file containing all the files will be downloaded.

When a ZIP file is present in the *User Files* list, you can unzip its contents into the list. After a ZIP file is unzipped, the ZIP file is deleted.

Managing your inventory



ClicShop / SellOnline™ allows you to manage your inventory, so that you can prevent selling items that you do not have on hands. First of all you have to activate the inventory function to begin using it. If it's not activated, inventory values will not show in the item edition page. This page shows the default inventory values, which can be overridden at the item level.

You have to decide what to do when inventory is too low: you can do nothing about it and let the customers continue to buy, or you can prevent items from being ordered, or you allow items to be ordered but you warn the customer that the item will be back-ordered. Then you select when the inventory quantities are changed: never (in which case it means that your inventory will have to be updated manually each time or it will be updated using the external interface), when the order is made, when the payment is processed (by a payment gateway or manually), or when the item is shipped (see *Managing your orders*, page 24). The checkbox “Update existing inventory if update type is changed” means that your inventory quantities will be updated if you changed the update type. Let’s say you have ordered items for which payment is not processed and your update type is set to “when payment is processed”. If you change your update type to “when order is made”, then the inventory quantity should be adjusted because of the new setting. Usually you will set it once and just forget it.

Then you can select the default low quantity threshold value: this is the remaining quantity of an item at which the system is going to take action. For example if an item has a threshold quantity of 3 (before the item is bought), it means that you want to always keep 3 of those items in stock or warn the user of low stock before he buys. If you want to sell all your stock but stop when it’s sold out, enter a quantity of 0.

Then you can set the message (defined in each language that your store supports) that will be displayed in the shopping cart to the customer when an item has reached the low threshold value. Template tags can be used in this message so that it is customized to the item being added to the cart. Here are the template tags you can use:

- **[[Template:Item.Name]]** : this will display the item name trying to be ordered.
- **[[Template:Item.Code]]** : this will display the item code of the item trying to be ordered.
- **[[Template:Item.QuantityLeft]]** : this will display the number of remaining items you have in hand.

For example if you want to tell your customers that the item is back-order, please call us, you could define your message like this: *Please note that “[[Template:Item.Name]]” is back-order. Please call us to take arrangements.*

Then you can set a threshold quantity that will trigger sending an email warning of an item low quantity.



The next section is about the external interface allowing a system to call ClicShop / SellOnline™ in order to dynamically update your inventory. This should be accomplished by technical people since it involves rather complicated techno babble. Let’s say you have a real store in which you sell the same inventory as your online store. You would want your online store to get the inventory updates when a sale is made in your real store. If your real store system allows it, it can send an HTTP request to ClicShop / SellOnline™ with the appropriate values to make the update. A

password must be set so that your inventory values can only be changed by you. If a password is not set, inventory values cannot be updated by an external system. The URL your real store system must call is [http://www.ClicShop / SellOnline™.com/Scripts/Inventory/Update.asp](http://www.ClicShop/SellOnline.com/Scripts/Inventory/Update.asp) along with parameters:

- **Username** : this is your store login name.
- **Password** : this is the password you set above.
- **ItemCode** : this is the item code of the item for which you need to update its inventory.
- **AbsoluteQty** : this is the new absolute quantity of this item you have in stock.
- **RelativeQty** : this is the relative quantity change, i.e. if you sell 3 items, RelativeQty should be -3. If you add 5 items in your inventory, RelativeQty should be 5.

Use either **AbsoluteQty** or **RelativeQty**, but not both or the query will not update any quantity. These parameters must be added to the URL. For example:

```
http://www.ClicShop / SellOnline™.com/Scripts/Inventory/Update.asp?Username=teststore&Password=abcd1234&ItemCode=Item1234&RelativeQty=-3
```



And finally ClicShop / SellOnline™ can send inventory updates to an external system as soon as the inventory values changes according to the inventory management settings as discussed above. Again this will be done using an HTTP request being made to your system (so your system must be able to accept such a request). You will have to enter the URL ClicShop / SellOnline™ must call, and the TCP port it must use (if it uses standard HTTP port, or you do not know, leave this field blank). Since you may want to protect this URL by authentication so that only ClicShop / SellOnline™ can access it, you will have to enter a username and password if you have done so. Finally you will define the data to send with the request, as a parameters list appended to your URL or using a XML file. In both cases you can use some template tags to customize each inventory update requests. The allowed tags are allowed:

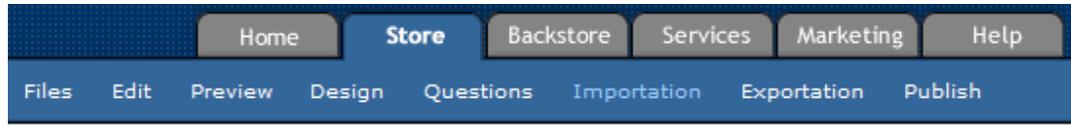
- **[[Template:Item.Name]]** : this is the item name being ordered.
- **[[Template:Item.Code]]** : this is the item code of the item being ordered.
- **[[Template:Item.QuantityLeft]]** : this is the remaining number of items after the order.
- **[[Template:Item.QuantityChange]]** : this is the number of items bought or put back in inventory. So 3 items bought will give a value of -3. But if you cancel that order in Order Management, inventory update will give it a value of 3, since 3 items are back in inventory.

If you use the XML data, be sure to enter the complete XML syntax as this is what will be posted to the URL you entered. As an example, your XML could be:

```
<?xml version="1.0">
<inventory>
```

<item>[[Template:Item.Code]]</item>
</inventory>

Importing catalog data



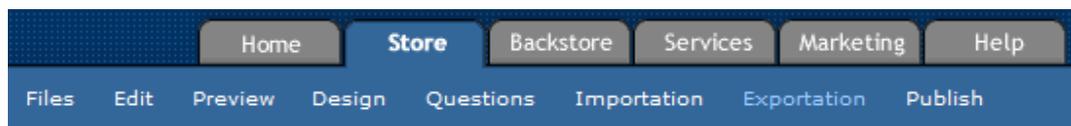
Getting your catalog onto the web can be a tricky and long process especially if you have lots of products. Even when it's done, you will still have to maintain it. We designed an importation process that could be used to import new products into your catalog as well as updating your existing ones. That means that updating hundred of items all at once can be done using a single ClicShop / SellOnline™ operation. So it is more a synchronization process than an importation process, because all of your active items must always be present in the file. If not, missing items from the importation file will be deleted from your store.

The importation file can be text or it can be an Access file. In both cases the file must follow a precise format. If you try to import your own format, the file will be rejected. The best place to start is to enter a few items in your store using the web interface, publish and export your catalog. You will then have a good example to start your file for importation. For more information about the format of each file, please see the ***ClicShop / SellOnline™ Importation*** manual.

When you send your file for importation, it is processed asynchronously, that is the process is done in background and you can't see its progress. But when it is completed an email is sent to tell you the importation has completed. If you want to see your catalog online after that, you will have to publish it (see

Publishing your store, page 17). If errors have been found in the file format, some items may not be imported or some items can be placed in a category *Err* that is added to your home category.

Exporting your catalog



You can export you entire catalog, so that you have a copy of your catalog structure and items. With the exported file, you can make modifications to it and reimport it. Be aware that the exported file will always contain published data and not working data. So you may want to publish your store before exporting it (see

Publishing your store, page 17).

All text file formats have a header line, which is the first line describing each column.

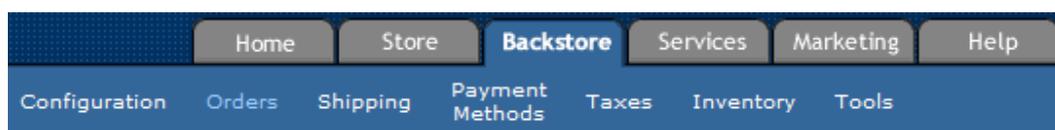
You can export your catalog in several formats:

- TAB-delimited text file: Each line will describe an item. On this line you will find the category where this item is placed. Options are also on this line, so if the item has several options, several lines will be needed to describe it completely.

In this case, category and item information will be duplicated. If your store supports more than 2 languages or more than 2 currencies, you will have to select which languages and currencies you want to export, since this file format only allows for a maximum of 2 languages and 2 currencies. When you are using the text format for importing into another application, it is strongly suggested that the application relies on the header row describing the data. This way if ClicNet adds columns to the file format in the future, your application will continue to work without modification.

- TAB-delimited text file (version 5 format): It has the same basic structure as the previous format, but with fewer fields.
- Access 2000: This file is the most complete file format. It contains much more information than the text files, and is organized in an Access database. This file contains form you can use to manage your data. You may get a security warning when opening the Access file: please enable the content if you want to be able to use the forms included in the database.
- Access 2000 (version 5 format): This file is almost as the version 6 format, without some data that was not present in version 5 and the newest forms of the Access version 6 file.
- Access 97 (version 5 format): Same as previous, only in Access 97 format.
- Froogle: Google has a portal where you can search for products in online stores. You can use this file to import your data into Froogle. For more information, see www.froogle.com.

Managing your orders



Here you will find all orders that your customers have made and tools to manage them.

- : New Order
- : Payment Processed
- : Partial Shipping
- : Shipping Completed
- : Archived Order

First of all, you will notice that each order has a status icon on its left. The legend above shows each status in the order each order should normally go through (you first have a new order,

then you should process the payment, then you ship it, then you can archive it). Each time you go one step further, you cannot get back (once a payment has been made it cannot be undone, even though you could void the transaction using the payment gateway interface; and once shipping has been made, it cannot be undone). When an order is archived it will disappear from the main orders list. The order can still be viewed if you specifically search for it using the search by date or the search by order number.

By default only orders of the last 30 days are shown in the orders list page. If you want to view orders past 30 days, use the search function. This page will list all active orders (orders that are not completed are orders that are not archived) with the order total and, if activated, the taxes (to view the taxes in this page, see **Orders** in *Store Configuration*, page 27).

When you click on an order, you view the details of that order. Note that this page is not the order confirmation as seen by the customer. To view the customer order confirmation, click on that link at the bottom of the page. Depending on the current status of the order (New order, Payment processed, Order shipped, Order archived), buttons for processing may be present or not. For example, when you have a new order, you have the option to process the payment, cancel the order, or archive the order.

If your shipping configuration uses the option **Shipping will be added later**, there will be an input box where you can add shipping fees to the order (see *Shipping Configuration* on page 35). When you click to process the payment of an order, its status will change and if the order has been processed by a payment gateway, the funds will be transferred to your bank account. When the order is processed by a payment gateway, an authorization number should appear on your order, except for some payment gateways for which there is no direct access (e.g. Internet Secure, Paypal). When using such payment processors, you should check the payment on the payment processor web site, because it is possible that the payment has not been completed (for more information on payment processors, see *Payment Configuration*, page 40). If the payment method used is not connected to a payment gateway, you will have to manually process the payment (validate the cheque or manually process the credit card on your terminal). Once the payment has been processed, the credit card number is deleted from the order. After 14 days, the credit card number is removed from the order, even if it has not been processed. So you have to process it before 14 days, if not, it shall not be processed correctly without the credit card information. The credit card information is removed from our database to prevent mass theft, even though this information is encrypted.

You should cancel an order when the customer has made an error or does not want to receive the order anymore. When an order is canceled it cannot be recovered and you lose all the information about it. You can cancel an order only when it's a new order. As soon as you process its payment or ship it, you cannot cancel it anymore.

When you have finished processing the order, you should archive it so that it disappears from the main orders list. By archiving it (instead of deleting it), it will always be available for review.

Using promotions



You can offer your customers coupons that can be used on certain items or in certain categories in your store. Before you define a new promotion, you can define how coupons will be managed in the shopping cart:

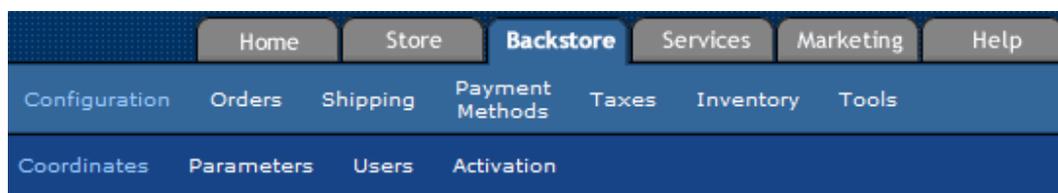
- **Any number of coupons** : with this option, your customers will be able to use as many coupons as they want in a single transaction, as long as they can be applied to items in promotion.
- **Only 1 coupon per order** : with this option, your customers will be able to use only 1 coupon per transaction.
- **Only 1 coupon per item** : with this option, your customers will be able to use several coupons, but a single coupon will be associated to a single item. So no single coupon can be used for a reduction on 2 different items.

You define a new promotion by first giving it a name (preferably in each language defined in your store), a starting date and an ending date. Then you define if your coupons are of fixed value or a percentage. The last option (decrementing coupon) is a fixed value coupon that can be used several times, decrementing its value when the customer checks out, until it reaches zero. Then, for each currency, you define the coupon value and the minimum amount that must be bought before the coupon can be used. A promotion can then be associated to categories where the promotion will apply to all items in the category, or it can be applied only to certain items. A promotion is associated to a category in the catalog editor where you check the promotion name and click *Apply*. When this is done, the promotion is applied to all items in this category. To associate a promotion to a single item or 2 items, go to the promotion and choose to associate the promotion to a group of items. If you select 1 item, the promotion will be associated to a single item. If you select 2 items, both items must be present for the promotion to apply.

Coupons are considered as cash, or as a payment method. So, when using a coupon, the invoice will add item prices, shipping, add taxes, and then subtract coupons. Taxes cannot be subtracted before taxes are applied.

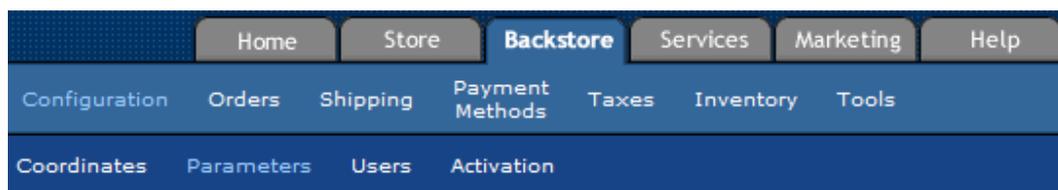
Configuring your store

Store Coordinates



Here you define your store coordinates, the same that you entered when you created your store. Your coordinates consists in your address, your name and store email. Your address will be used in shipping calculations, so you should ensure it is correct. Your email will be used when ClicNet needs to contact you. When you receive an order, emails will be sent at this address, unless you configured another email for this purpose in *Store Configuration*. Your coordinates are displayed in the default templates information pages (these files are named Info.x.html where *x* is the language identifier).

Store Configuration



Here you define various parameters for your store, the most important ones being the languages and currencies you wish to use in your store.

- **Currencies:** You select here the currencies that your store supports. You will have to define a price in each of the selected currencies for all of your items (see also *Price Conversion*, page 45). The display order is the order in which the prices will be displayed in each currency on the item page. When your store supports more than one currency, the customer will have to select in which currency he wishes to buy when adding an item to the shopping cart. All subsequent cart addition in the same session will be done with the same currency. A customer cannot buy an item in one currency and another item in another currency, in the same session. When you add a currency to your store, it is not automatically connected to a payment gateway if you already have one. Each payment method in each currency has to be configured separately (see *Payment Configuration*, page 40).
- **Languages:** You select here the languages that your store supports. You will have to define a name and description in each of the selected languages for all of your items and categories. A page will be generated in each language for all categories and items, so that the customer can browse your store in his preferred language. So if you

defined, for example, 3 languages in your store, a category will generate 3 pages as well as for an item page. You have to select a default language for your store. If the proposed languages are not enough, you may define your own language. The default communication language is the language in which ClicNet will try to communicate with you when using emails.

- **Weight:** You select here the weight units used in your store (g, lb, oz or kg). If you use real-time shipping such as Canada Post or UPS, you will have to enter the weight of your items so that correct shipping cost can be calculated (see also *Shipping Configuration*, page 35). You should choose the correct weight units when creating your store. If you change the weight units later, all weights entered will not be converted into the new units.

- **Dimensions:** You select here the dimension units used in your store (cm, ft, in or m). If you use real-time shipping such as Canada Post, you will have to enter the dimensions of your items so that correct shipping cost can be calculated (see also *Shipping Configuration*, page 35). You should choose the correct dimension units when creating your store. If you change the dimension units later, all dimensions entered will not be converted into the new units.

- **Logo:** You can upload your store logo here. This logo will be displayed on your home page when using the default store templates and in your shopping cart. The maximum logo dimensions are 250 x 250 pixels. If it is larger than that it will be automatically resized. Click *Delete Logo* if you wish to delete this image.

- **Web Site:** You enter here your web site URL. When using the default store templates, the Home Page link will go to this URL. If you use FTP publication, this URL should be your store URL.

- **Buyer Custom Order Confirmation:** When you want to customize the email that is sent to the buyer when an order is completed, you may use the settings below:
 - **Content Type:** You define the type of email that is going to be sent: plain text or HTML. When you are not sure, leave it at HTML.
 - **Email Coming From:** You enter here the email address that your email will appear as coming from.
 - **Send BCC to:** You enter here the email addresses that you want to receive a copy of this email. You can enter more than 1 email, separated by commas.

- **Email Subject:** You enter the email subject here, one per defined language. You may use scripting tags in this field. For more information with scripting, please refer to the help by clicking [?](#).
- **Email Body:** You enter the email text here, one per defined language. You may use scripting tags in this field. For more information with scripting, please refer to the help by clicking [?](#).
- **Publication:** Here are settings about how publication will be managed in some situations. May be you have a special situation in your store and you need to manage publication differently.

Modifying a category will

- **Do normal processing:** which means that this category will be regenerated and its parent category.
- **Regenerate all categories:** self-explanatory.
- **Regenerate all items:** which means that the modified category will be regenerated and all items will be regenerated.
- **Regenerate all categories and items:** as soon as one category is modified, a complete regeneration of all pages is done at publication.

Modifying an item will

- **Do normal processing:** which means that this item will be regenerated as well as all categories that contain this item.
- **Regenerate all categories:** which means that the modified item will be regenerated and all categories will be regenerated.
- **Regenerate all items:** which means that all categories that contain this item will be regenerated, along with all items.
- **Regenerate all categories and items:** as soon as one item is modified, a complete regeneration of all pages is done at publication.

Maximum number of items on a category page: by default you select the maximum number of items that will be displayed on a single category page. When your category contains more items than the specified maximum, the other items are displayed on subsequent pages. The customer will have to browse through the category pages to view all items of this category.

Use Custom Filenames: Use this setting if you want your generated html pages to have custom names. If you do not use custom filenames, your HTML pages will be named as c1234.2.html (this is a category page where 1234 is the category unique identifier in ClicShop / SellOnline™ and .2 is used to identify the language of the page) or c1234p56789.2.html (this is an item page where 1234 is the category unique identifier where the item is contained, 56789 is the item unique identifier

in ClicShop / SellOnline™ and .2 is used to identify the language of the page). When using standard filenames, all files are placed in the same directory. When using custom filenames you may then enter the filename you want for pages in each language. *Default* and *index* may not be used though and only alphanumeric characters, - and _ are allowed in a custom filename. The suffix .html is automatically added to the generated filename. Custom filenames means that category can also be customized. By doing so, your categories will be generated as directories instead of all pages in the same directory. So instead of having c1234p56789.2.html, you can have Cat1/Prod.html which can be much more meaningful. Some search engines, such as Google, will rank your pages higher when your pages have a meaningful name.

Default Category Filename: Select whether you want your home page and your default category pages to be named *Default.html* or *index.html*.

- **Remote Publication:** This section defines where your final store pages are going to be stored, either locally on ClicShop / SellOnline™ servers (in which case your store URL will look like www.ClicShop / SellOnline™.com/Stores/mystore/), or on another server (see also
- *Publishing your store*, page 17). If your store is published on another server, it must be accessible by ftp. Then your store can have its own URL. The cart and checkout will still be done on ClicShop / SellOnline™ servers (the URL will be ClicShop / SellOnline™.com in those cases). If you are using FTP publication, here are the parameters you must set:
 - **FTP Server Address:** This is the address of your web site accessible by ftp.
 - **FTP Username:** This is the username you must enter to access your web site using ftp.
 - **FTP Password:** This is your ftp password.
 - **FTP Directory:** This is the ftp directory where your store files will be placed within your ftp site. For convenience you can click the *Browse* button (assuming you have entered your ftp server address, username and password), browse through your ftp site to find the appropriate to drop the files, and click “Use this Directory”.
 - **FTP Passive Mode:** This is the ftp mode used. Passive mode is usually used to pass through firewalls. In most cases you should select the passive mode.
 - **Web Subdirectory:** This is the location of your store home page within your web. For example your store URL might be *www.mystore.com/Store*; you have entered **/public_html/Store** as the *FTP Directory*, and you would enter **/Store** as the *Web Subdirectory*.

- **Path and filename of your header and footer files:** ClicShop / SellOnline™ generates header and footer files that you can use with a custom search page on your web site. These files just have to be included in your search script so that your store design will be the same on the search pages. You can define a location where the header and footer files will be placed within your ftp site, just as the *FTP Directory*. You can define a header and footer path for each language defined in your store.
- **Default Home Page:** Your home page can have a name other than index.html or Default.html as defined above (*Default Category Filename*), so you can define how you want your main home page to be named. It will not affect the subcategory filenames.
- **Files to not overwrite:** Usually all files in the store directories are controlled by ClicShop / SellOnline™, i.e. they are overwritten and deleted as necessary. You can define exceptions here, but only for files in the home directory. You cannot define exceptions for subdirectories. You can enter filenames separated by commas. Those files will never be overwritten or deleted from your store main directory.
- **Orders:** You will find here parameters related to the order management page, or the order warnings sent to the merchant:
 - **Always show orders in printable version:** This setting allows an order to be directly displayed in printable version (without ClicShop / SellOnline™ menus) when you select an order in your backstore.
 - **Show Taxes in Orders List:** This setting allows taxes to appear in the orders summary page. However it takes more time to compute and display this information.
 - **Do not reuse order numbers:** When a payment is processed by a payment gateway, the order number is passed to the payment gateway. If a payment is declined, the order number is normally reused later, unless this setting is used.
 - **Send Orders by Email:** This setting determines if the complete order is sent to the merchant by email, and the format of that email. You can have ClicShop / SellOnline™ send a text file with one line per ordered item, a text file with a single line, an XML file describing the order, or the exact buyer's order confirmation page. The first 3 types have the same format as an exported order using those types.
 - **New Orders Email:** You define here the email where these orders will be sent.
 - **New Orders URL Post:** You can have your own accounting system or other system where you need the orders information in real time. You can have ClicShop / SellOnline™ post the XML file of an order at your URL. Your web site will have to process this XML information.



- **Description:** You can define a store description, in each language that your store supports. This information will appear in the meta-tags in the default store templates.
- **Keywords:** You can define keywords, in each language that your store supports. This information will appear in the meta-tags in the default store templates.
- **Thank you Message:** You can define a message that will appear at the bottom of the standard order confirmation page. A message can be defined in each language that your store supports.
- **Users Password:** This section defines parameters regarding the password policy for your store users:
 - **Password Expiration:** This parameter defines the number of days before a password must be changed. If a user password is not changed after the password expiration, the account is automatically locked, and must be manually unlocked by the administrator (or a ClicNet support staff) before it can be used again. The password expiration setting can be overridden at the user level. If you wish not to have any password expiration, leave the field blank.
 - **Change Password Reminder:** This parameter defines the number of days before the expiration where the user is reminded to change his password. The reminder appears when logging in the store.
 - **Password must be different from the last passwords:** You can force the user to choose a new password that is going to be different from his last ones. For example, if you enter 3, the user's new password will have to be different from the last 3 passwords he had.
- **Stay informed!:** Select this checkbox if you wish to receive occasional information from ClicNet.

Designing your store

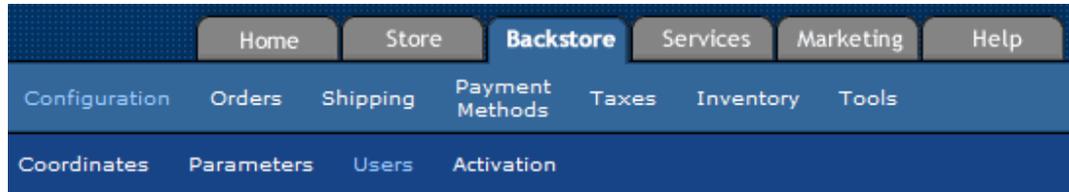
It is here that you define how your store will look. ClicShop / SellOnline™ has defined a set of 15 default templates to choose from. The default template is the template that is going to be used for categories and items when no specific template is assigned. When a category or item specifies a template, it will override the default template.



When you wish to get a specific design for your store, you can define your own templates. A custom template has 2 parts: a category template and an item template, and for each language supported by the store. Custom templates use a scripting language specific to ClicShop / SellOnline™. The templates are HTML files in which ClicShop / SellOnline™ scripting is embedded to allow the display of various elements. The ClicShop / SellOnline™ scripting elements are written in the form **[[Template:operator]]**. It is not in the scope of this manual to define all operators of this scripting language. Help on this language is available online by clicking the  icon. Only programmers should attempt programming their own templates.

You can also customize your shopping cart, your checkout process and the order confirmation page by using the same scripting language. This way there is almost no limit on what you can do to customize your store.

Store Users



When you created your store, an administrator user was created with the password you entered. This administrator has the username *admin* and has full control over everything in your store. If you wish to give less control to some of your employees, you can do so by creating new users and giving them just the permissions you want them to have. Here are the permissions you can set independently for each user:

- **Manage Users:** Allows the user to manage users in the store (creation, deletion, permissions). Having this permission is as powerful as being administrator, since the user can manage all permissions.
- **Manage Items:** Allows the user to manage items in the store (creation, deletion, assigning them to categories, assigning options, and so on).
- **Item Attributes:** Allows the user to define and manage the custom item attributes. If the user does not have the *Manage Items* permission, he will not be able to assign values to items though. A user does not need to have *Item Attributes* permission to assign attribute values to an item.
- **Manage Categories:** Allows the user to manage categories in the store (creation, deletion, and so on).
- **Publication:** Allows the user to perform a publication. See also *Publishing your store*, page 17.
- **Payment Methods:** Allows the user to manage the payment methods in the store. See also *Payment Configuration*, page 40.
- **Shipping Methods:** Allows the user to manage the shipping methods in the store. See also *Shipping Configuration*, page 35.
- **View Orders:** Allows the user to manage orders in the store. See also *Managing your orders*, page 24.
- **May view credit card numbers:** Allows the user to view credit card numbers in orders. A credit card password may be created so that the user needs to enter it before viewing any credit card info.

- **Archive Orders:** Allows the user to archive an order. See also *Managing your orders*, page 24.
- **Delete Orders:** Allows the user to delete an order. See also *Managing your orders*, page 24.
- **Process Payment on Orders:** Allows the user to process the payment of an order. See also *Managing your orders*, page 24.
- **Export Orders:** Allows the user to export orders into a file. See also *Managing your orders*, page 24.
- **Importation:** Allows the user to use the importation feature to update the store catalog. See also *Importing catalog data*, page 23.
- **Exportation:** Allows the user to export the store catalog. See also *Exporting your catalog*, page 23.
- **Custom File Upload:** Allows the user to manage the *Files* section, where a user can upload files into the store. See also *Uploading files*, page 19.
- **Sellable File Upload:** Allows the user to manage sellable files. See also *Uploading files*, page 19.
- **Taxes:** Allows the user to manage store taxes. See also *Taxes*, page 41.
- **Custom Templates:** Allows the user to manage the custom templates in the store (edit, create, delete). See also *Designing your store*, page 32.
- **Personalized Questions:** Allows the user to manage the personalized questions that appear during checkout.
- **Inventory:** Allows the user to set the store inventory defaults as well as set the inventory values for items. See also *Managing your inventory*, page 20.
- **Store Coordinates:** Allows the user to manage the store coordinates. See also *Store Coordinates*, page 27.
- **Store Parameters:** Allows the user to manage the store parameters. See also *Store Configuration*, page 27.
- **Coupons:** Allows the user to manage the coupons promotions. See also *Using promotions*, page 26.
- **Manage Mailing List:** Allows the user to use the mailing list feature to send emails to customers. See also *Managing your clients*, page 27.

The credit card password is set to restrict a user from seeing credit card numbers in orders. If the user wants to see the password, he will have to enter his credit card password. As long as he does not quit the store, he will not have to reenter the password again. This feature has been implemented to enforce security of credit card numbers.

You may explicitly lock out a user, so that he cannot login again. A user could also be locked out by too many login failures, so you may unlock it simply by unchecking *User is locked out*. If a user fails at login, you will see a list of IP addresses and time at which the attempts were made.

If *Password Expiration* is checked, it means that the expiration password policy applies to this user. The date at which the user must change his password is shown near the bottom of the page. Of course the user can change his password earlier than the date indicated, either by changing it right after logging in if he is in the warning period or at any time by going to BackStore/Configuration/Users.



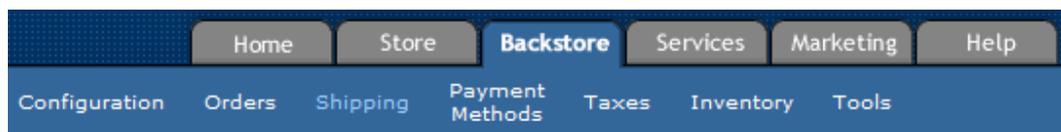
You can also set IP restrictions to the user, so that a user can be restricted to login from certain IP addresses only. Or some IPs can be blocked. Blocked IPs will not be able to login for a given user and will not be able to lock it either. You may enter several IP blocks separated by semicolons. For example if you want only 192.168.1.2 and anyone in 10.1.2.* to login, you just enter "192.168.1.2;10.1.2*" (without the quotes) and select *No IP except*. This way only someone who is within one of these IP ranges can successfully login with that username in your store.

A user will be locked out of a store if he enters 4 bad passwords in a row in a short time. The lock will be maintained for one hour and an email will be sent to the store administrator. This will prevent any of your store users from being attacked and compromised.

As the store administrator, you have the control over the password policy of all of your users (see [text], page [page]). You can define if users will need to change their password after a certain number of days, even the administrator (*admin*) user. If you leave this entry empty, no password expiration will take place and users will not have to update their password. Any user can change his password at any time, without the intervention of the administrator. If password expiration is set, you can define a reminder, in number of days, e.g. if you set the reminder at 7 days, when logging in, the user will be reminded to change his password 7 days before it expires. And you can force the user to select a password different than the last ones he used. These policies have been implemented so that you can enforce security in your store.

Once your password is set, please be sure to remember it. Do not write down your password. If you lose your password, your store administrator will be able to reset your password. If the store administrator loses his password, ClicNet support staff can reset it. ClicNet cannot tell you what the password is because it is encrypted in database and cannot be decrypted. The store administrator and ClicNet support staff can also unlock users.

Shipping Configuration



In this section, you define how you will manage your shipping: where you allow to ship, what methods you are willing to use and how much each of these methods cost to the customer. Shipping

fees will always be computed based on shippable items in an order; services, files and software keys are not shippable items. If you do not have any shippable items in an order, there will be no shipping fees.

Basically there are 3 ways to manage your shipping and you must choose only one of these 3 options:

- **Shipping is included:** When you select this option, there are no shipping fees applied to any order. It is implied that the shipping cost is included in the price of the items bought.
- **Shipping will be added later:** When you select this option, the customer will not have a definitive shipping cost when checking out. Instead he will be told that you are going to calculate the shipping charges and tell him before completing the order. When you are going to complete the order, you will have an option to enter the shipping fees. When using this option, you should be cautious about the payment gateway options you are using: if your transactions are only processed as sales (with no pre-authorization), then you will not have any chance to add the shipping fees before payment processing is done (see *Payment Configuration* on page 40).
- **Real-Time Shipping fees:** When you select this option, you can give your customers a shipping price when they checkout. The shipping price is usually dependant on the customer geographic location and on the items bought (price, weight, dimensions). You can use your own dynamic shipping configuration or you can use the real-time modules of Canada Post or UPS to show real shipping values, or you can use any of those options simultaneously (e.g. Canada Post and UPS). In this case all shipping methods will be presented to the customer and he will choose the one appropriate for his needs.
 - **Dynamic Shipping**

With dynamic shipping you can set different shipping fees for different destinations. For each destination, you can define one or more shipping method, for which you will assign a calculation method based on several criteria. To add a new destination, click *Add* besides the *Dynamic Shipping* label. When beginning your shipping configuration, a wizard will guide you. You first determine where you want to ship by asking you if you want to define a national or an international shipping method. Then if the country has states, provinces or regions, you can select one or several of these regions. All the regions you select will be assigned the same calculation method you will define later, so if you want to give different method for different regions, just select one region and add a new destination later to select the remaining region and the appropriate calculation method. Then you select a method

name (which will appear to the customer). And finally you select the calculation method, which can be one of the following:

- **Flat rate charge per shipment:** your customers will get a fixed price for any order, no matter what they ordered.
- **Flat rate charge per item:** your customers will be charged a certain amount for each item ordered. A base amount can also be added. For example, if you set the base amount at 5\$ and 3\$ per item, 17\$ will be charged for an order of 4 items ($5\$ + 4 \text{ items} \times 3\$/\text{item}$).
- **Percentage of invoice total:** your customers will be charged a percentage of the invoice total (without taxes). A base amount can also be added. For example, if you set the base amount at 5\$ and 7% of the invoice total, 12\$ will be charged for an order of 100\$ ($5\$ + 7\% \times 100\$$).
- **By shipment weight:** your customers will be charged a fixed amount for each unit of weight that your store defines. For example if your store uses kilograms as its weight units, your shipping fees will be defined as a certain amount per kilogram. A base amount can also be added. For example, if you set the base amount at 5\$ and 2\$/kg, 11\$ will be charged for a 3 kg shipment ($5\$ + 3 \text{ kg} \times 2\$/\text{kg}$).
- **Table by invoice total:** your customers will be charged according to a price table based on the invoice total (without taxes). For example if you define the following price table

From	To	Shipping Fee
0 \$	5 \$	1.50 \$
5 \$	15 \$	3.00 \$
15 \$	and more	5.00 \$

and a base amount of 2\$, 5\$ will be charged for an order of 11\$ ($2\$ + 3\$$) and 7\$ will be charged for an order of 15\$ ($2\$ + 5\$$). The lower bound is always inclusive and the higher bound is exclusive.

- **Table by weight:** your customers will be charged according to a price table based on the shipment total weight. For example if you define the following price table

From	To	Shipping Fee
0 kg	10 kg	3.50 \$
10 kg	25 kg	5.50 \$
25 kg	50 kg	7.50 \$
50 kg	and more	9.50 \$

and a base amount of 3\$, 10.50\$ will be charged for an order of 27 kg (3\$ + 7.50\$) and 12.50\$ will be charged for an order of 50 kg (3\$ + 9.50\$). The lower bound is always inclusive and the higher bound is exclusive.

- **Table by number of items:** your customers will be charged according to a price table based on the number of items in the order. For example if you define the following price table

From	To	Shipping Fee
0 item	1 item	2.00 \$
1 item	2 items	3.00 \$
2 items	5 items	4.00 \$
5 items	and more	5.00 \$

and a base amount of 3\$, 6\$ will be charged for an order of 1 item (3\$ + 3\$) and 8\$ will be charged for an order of 5 items (3\$ + 5\$). The lower bound is always inclusive and the higher bound is exclusive.

For each calculation method, you will be able to define a shipping price in each currency that your store supports. You will also define which taxes are to be applied to the shipping fees.

- **Canada Post**

When using Canada Post shipping module, your customers will be presented with a table with all Canada Post shipping options (if you are using a custom checkout, you will have to code this table by yourself).

		
Select One Option	Select a Delivery Date	Shipping & Handling Fee
Daytime Delivery		
<input checked="" type="radio"/>	Priority Courier Tuesday, October 2, 2007 AM	\$CAD 20.14
<input type="radio"/>	Expedited Tuesday, October 2, 2007	\$CAD 10.39
<input type="radio"/>	Regular Thursday, October 4, 2007	\$CAD 10.39
Based on shipping date of Monday, October 1, 2007		

- **UPS: Available to CLICSHOP.COM customers only.**

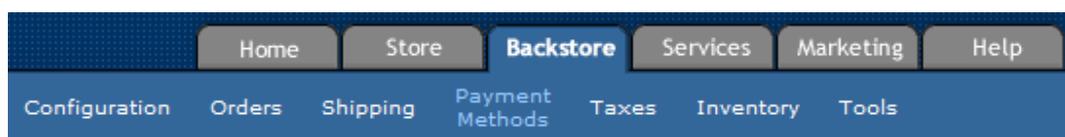
When using UPS shipping module, your customers will be presented with a table with all UPS shipping options (if you are using a custom checkout, you will have to code this table by yourself).

		
Select One Option	Option Delivery Date	Shipping & Handling Fee
<input type="radio"/>	UPS Standard	\$CAD 25.80
<input type="radio"/>	UPS 2nd Day Air (2008/01/04 - 11:30 P.M.)	\$CAD 28.68
<input type="radio"/>	UPS Next Day Air Saver	\$CAD 30.35
<input type="radio"/>	UPS Next Day Air Early A.M. (2008/01/04 - 8:30 A.M.)	\$CAD 60.83
<input type="radio"/>	UPS Next Day Air (2008/01/04 - 10:30 A.M.)	\$CAD 36.21

To use UPS you first need to get a UPS account and get an XML Access key (go to www.ups.com and click *Get UPS Online Tools*). ClicShop™ needs your UPS username, your XML Access key and your UPS password. ClicShop™ will use this info to get the UPS shipping prices, so if it is not correct, no UPS table will be displayed. UPS needs weight for each item shipped, so all your items should have their weight defined. If not, they cannot be shipped using UPS.

Within ClicShop™ you can define which taxes are applied to the UPS shipping methods and destinations where you want to ship with UPS.

Payment Configuration



In this page you see a list of all possible payment methods your store can use. For each currency your store uses, you can select which ones you accept. If ever there are fees for using a payment method (COD for example), you may select which taxes apply to them.

If you need to connect a payment method to a payment gateway, you must first select a payment gateway. There are 2 modes in payment gateways: direct or redirect. ClicShop / SellOnline™ connects to direct payment gateways transparently and gets responses that are then stored in the order. ClicShop / SellOnline™ cannot connect directly with redirect payment gateways: ClicShop / SellOnline™ has to redirect the process to the payment gateway web site. So ClicShop / SellOnline™ loses control of the transaction from there. The order is recorded before redirecting to the payment web site and emails (to the merchant and to the customer) are usually sent right away, even if the payment is not yet processed. And the payment can even not be completed by the customer. That is why you must verify on the payment gateway if the customer has really paid for his order.

Here is a list of the direct payment gateways supported by ClicShop / SellOnline™:

<http://www.clicshop.com/en/merchant-accounts.html>

Before calling a payment processor to open a merchant account, please make sure you talk with us so that you get the right merchant account, because there may be different options offered by a payment gateway and we may not support all of them. Because you have to pay to get a merchant account (not included with the ClicShop / SellOnline™ package; and each payment processor has a different pricing) we want to make sure you will not pay for a merchant account that cannot be connected to ClicShop / SellOnline™.

You will be asked to provide all necessary information to connect to the payment gateway. You need to do that for each currency and payment method that you want to connect. Only payment methods that can be connected to a payment gateway will be offered (Visa, MasterCard, etc.). When you have all the information needed to connect your payment method to a payment gateway, you may do so by selecting the right payment method and gateway at the end of the page and click *Add*. Then you have to define what action the payment processor must do for different transaction types:

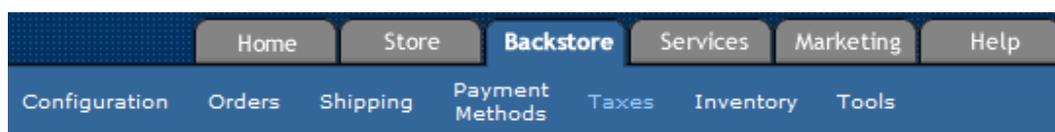
- **Item Processing:** this is the action (sale or preauthorization) that is going to be done when there are only items in the transaction.
- **Service Processing:** this is the action (sale or preauthorization) that is going to be done when there are only services in the transaction.

- **E-Product Processing:** this is the action (sale or preauthorization) that is going to be done when there are only e-products in the transaction.
- **Software Key Processing:** this is the action (sale or preauthorization) that is going to be done when there are only software keys in the transaction.
- **Multiple or Combo Processing:** this is the action (sale or preauthorization) that is going to be done when there are several different item types in the transaction. *Sale when required* means that *Sale* is going to be selected as soon as the processing type of one of the item type in the transaction specifies *Sale*.

You can have the processor add a certain amount to all preauthorization transactions. This way you can later add shipping for example. Once this is done, you need to test your setup with a real credit card. You are responsible for making sure everything is OK. A configured payment gateway will display an icon like this  beside the payment method name. To edit the payment gateway parameters, you click this icon. A payment gateway can be configured to preauthorize or authorize. The preauthorization function will approve a transaction but will not charge the amount to the customer's credit card. A preauthorization number is returned by the payment gateway and the transaction must be completed (authorized) for the card to be charged. When a transaction is only preauthorized, a button "Process Payment" appears on the order processing page. This function is used to complete (authorize) the transaction. When using the authorize function, the transaction is directly charged to the customer's credit card. The merchant is responsible for testing each configured payment method. Please make a complete test transaction for each payment method configured.

If the payment method you wish to use is not present, you may add your own custom payment method. This new payment method can be made available only to customers of selected country. However, you cannot add a payment gateway that is not supported by ClicShop / SellOnline™. If a new payment gateway needs to be added, it will have to be added by ClicNet integration team.

Taxes



In this section, you define all taxes that your store may have to charge to your customers. These taxes may be applied to your items, shipping or payment. You may find default taxes when creating your store, but ClicNet cannot guarantee that these taxes are correct for your business so you should carefully review them.

A tax is defined by its name, its rate, to whom it must be applied (country and state) and how it must be computed. When you have more than one tax defined, how the taxes are computed is important. Let's say you have country taxes of 5% and state taxes of 4%. You would want your

country taxes to be computed first, so the computation order would be 1, and your state taxes would be computed after, so the state taxes computation order would be 2. If your state taxes include the amount + country taxes, then you define the tax type as “*Include previous taxes*”; you can then see why the computation order is important.

Example: We have an order of 100\$ for which we must apply country taxes of 5%, and an additive state taxes of 4%. So we would define our taxes like this:

	Country Taxes	State Taxes
Tax Rate	5%	4%
Additive	No	Yes
Computation Order	1	2
Stop Calculation?	Continue	Continue

So the country taxes would be 5\$ (5% of 100\$) and the state taxes would be 4.20\$ (4% of (100\$ + 5\$)).

Here is an explanation of each setting for the *Stop Calculation* setting. This setting is important when you can have several taxes applied in an order. So the computation order is checked first and then this setting:

- **Continue:** Calculations continue with the next tax in the list. You can use this setting even though you know there are no other taxes to compute after this one.
- **Stop Calculations:** Taxes calculations will stop with this one, even though there would be other taxes.
- **Erase previous taxes and continue:** Let’s say you have country taxes of 5%, but for some states, instead of charging the 4% state taxes, you must not charge the country taxes but rather charge state taxes of 8%. You would use this setting so that the country taxes are erased and only the 8% state taxes would apply. Taxes calculations continue after that.
- **Erase previous taxes and Stop Calculations:** Same setting as the previous one, except that calculations stop with this one, even though there would be other taxes.

Example: Let’s say I want to define taxes for my store. My country taxes are at 5%. Where I live there are 7 states: State1 where I must charge 4% including the 5% country taxes (and the tax is additive, that is the 4% is computed on item+taxes), State2 where I must charge 3% including the 5% country taxes but this time this tax is not additive (that is the 3% is not computed on item+taxes but only on item), and State3 where I must not charge the country taxes but only state taxes of 6%. For the other states I only have to charge the country taxes. To implement these taxes I could define 7 different taxes for each state but that could be tedious. Instead we’ll define our taxes like this:

	Country Taxes	State1 Taxes	State2 Taxes	State3 Taxes
Tax Rate	5%	4%	3%	6%
Additive	No	Yes	No	No
Computation Order	1	2	2	2
Stop Calculation?	Continue	Continue	Continue	Erase & Continue

Now if I have to charge taxes on 100\$ for someone living in State1, ClicShop / SellOnline™ would first compute the Country taxes (5% of 100\$ = 5\$) and then the State1 taxes (4% of 100\$+5\$ = 4.20\$). If I have to charge taxes on 100\$ for someone living in State2, ClicShop / SellOnline™ would first compute the Country taxes (5% of 100\$ = 5\$) and then the State2 taxes (3% of 100\$ = 3\$). If I have to charge taxes on 100\$ for someone living in State3, ClicShop / SellOnline™ would first compute the Country taxes (5% of 100\$ = 5\$). But then the State3 taxes specifies that we must erase previous taxes, so the Country taxes are now 0 and we compute the State3 taxes as 6% of 100\$ = 6\$. For someone living in other states, ClicShop / SellOnline™ would just compute the Country taxes of 5%.

Here is a summary of how taxes on 100\$ would be computed for each state:

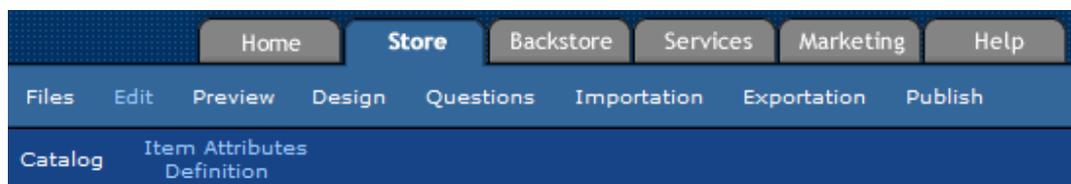
- **State1:** Country taxes of 5\$ + State1 taxes of 4.20\$
- **State2:** Country taxes of 5\$ + State2 taxes of 3\$
- **State3:** State3 taxes of 6\$
- **State4-7:** Country taxes of 5\$

Taxes are computed independently on items, shipping and payment, because items, shipping and payment taxes can be setup differently.

When a tax is defined, it appears in the taxes list when you create or edit an item. You can then select or unselect it whether you want this tax applied to your item or not.

When defining a new tax or updating an existing one, you have the option of applying this tax to all your existing items, so that you will not have to update your items one by one to apply the tax to them. It's the same thing for your shipping and your payment methods.

Custom Product Attributes

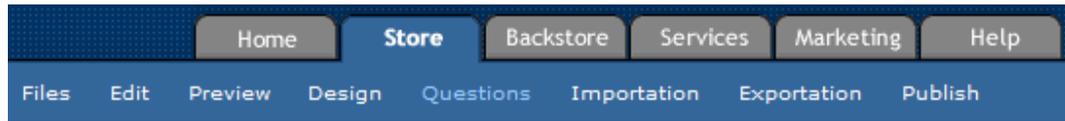


You can define custom attributes for your products, so that they can be described with attributes other than their name and description. For example you may want to define an ISBN number and an author name for books. An attribute can be a string, a checkbox, a drop-down list with options or a larger text box. A product attributes can be defined as language and currency dependent, which means that if your store uses several languages or currencies, your attributes can

take several values depending on the language or currency. For example, suppose you want to define an attribute “Original Price”. This attribute should be currency dependent (*One value per currency*), so you can define a value in each currency your store supports.

As soon as you define attributes, they become available in an item description and you can add values to the attributes. The product attributes do not appear in the standard store templates, so you have to use custom store templates and program them so the attributes are displayed.

Personalizing checkout with questions



You can have personalized questions asked during checkout. The questions may be general or related to an item in the shopping cart. A question related to an item may be asked as many times as there are of this item in the shopping cart or it may be asked only once. For example, suppose you sell a bracelet on which you may be engraved. If you sell 3 bracelets, you want to get 3 answers as to what needs to be engraved on each one.

Affiliation programs



You can integrate almost any affiliation program into ClicShop / SellOnline™. An affiliation program allows you to track sales and redeem affiliates for sales that they brought you. Usually these affiliation programs ask you to include some HTML code into your checkout or confirmation page so that they know a sale has been made. ClicShop / SellOnline™ places this code in the confirmation page. All you have to do is enter the HTML code the affiliation program needs to work properly.

Use the following symbols in your HTML code to have them replaced by the appropriate values:

- **[[Template:Order.ID]]** : the unique order identifier of the transaction.
- **[[Template:Order.Currency]]** : the currency symbol used in the transaction (ex: USD, CAD, EUR, etc.)
- **[[Template:Order.TotalAmount]]** : the transaction amount (without taxes and shipping fees)
- **[[Template:Order.TotalAmount ConvertCurrency="CUR"]]** : the transaction amount (without taxes and shipping fees) but converted in another currency. This currency is

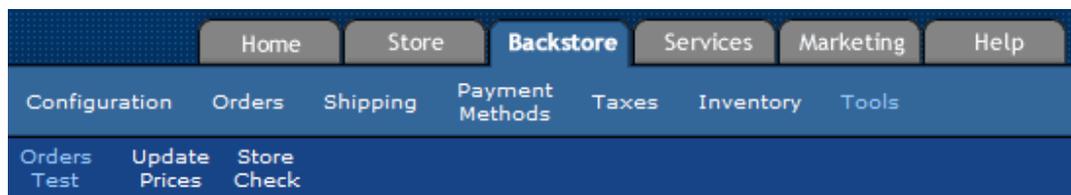
represented by CUR. For example, `[[Template:Order.TotalAmount ConvertCurrency="USD"]]` will convert the transaction amount in US dollars. The accepted currency names are the ISO standard currency abbreviations (CAD, USD, EUR, etc.)

In most cases, your line will look like this

```
<IMG SRC="http://www.somesite.com/program.cgi?O=[[Template:Order.ID]]
&A=[[Template:Order.TotalAmount]]">
```

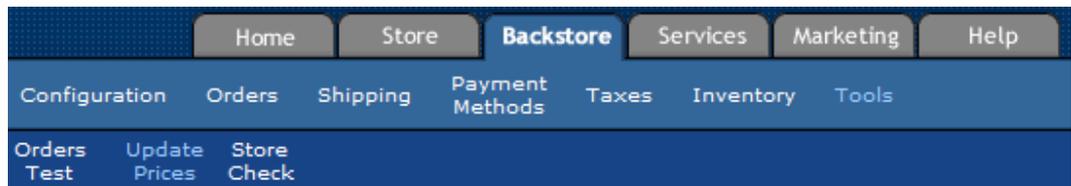
Tools

Test Order



You can use this tool to test your shipping options and taxes. You define where you want to ship, the weight and dimensions of your items (which can have an effect on your shipping cost) and select the shipping method you wish to test. The next page will show you the shipping cost and the taxes applied to the order. If you do not get any result for Canada Post or UPS shipping it's probably because your Canada Post or UPS shipping configuration is incorrect.

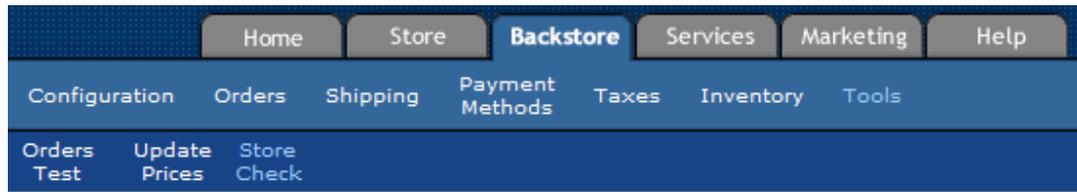
Price Conversion



Use this tool to convert all of your item prices in a single operation. You can update only certain item types and only items in specified categories. The modified value is the currency that is going to have its prices replaced using the prices of the reference value currency. The conversion rate displayed is the suggested conversion rate and should reflect the approximate actual conversion rate between the 2 currencies. You may change this rate as you wish. When the update is done, you need to publish (see

Publishing your store on page 17) before changes appear in your online store.

Store Check



This function can be used to check various aspects of your store and find what could be wrong.



This icon indicates that the check has found no error or no warning.



This icon indicates that the check has warnings. You should take care of correcting the warnings although it should not prevent publication from completing.



This icon indicates that the check has found errors. These errors should be corrected if you want publication to complete correctly.

Appendix A –Languages Codes

Here is the list of default languages used in ClicShop / SellOnline™. These languages use a standard ISO-639 code that you will find in several pages. The default languages are languages in which you can build your store. ClicShop / SellOnline™ web site has web interfaces in English and in French. But your store is not limited to those languages. You can add your language and build your store with it (see *Store Configuration*, page 27).

Language Name	ISO Code
English	en
French	fr
German	de
Italian	it
Portuguese	pt
Spanish	es

Appendix B –Currency Codes

Here is the list of currencies used in ClicShop / SellOnline™ and their ISO-4217 codes that you will see in several ClicShop / SellOnline™ pages.

Currency Name	ISO Code
Algerian Dinar	DZD
Australian Dollar	AUD
Brazilian Real	BRL
British Pound	GBP
Chinese Yuan	CNY
Canadian Dollar	CAD
Danish Krone	DKK
Euro	EUR
Hong Kong Dollar	HKD
Indian Rupee	INR
Israel Shekel	ILS
Lebanese Pound	LBP
Mexican Peso	MXN
Morocco Dirham	MAD
New Zealand Dollar	NZD
Russian Ruble	RUB
Swedish Krona	SEK
Swiss Franc	CHF
Taiwan Dollar	TWD
US Dollar	USD
Yens	JPY

Appendix C –Country Codes

Here is a list of countries used in ClicShop / SellOnline™ and their ISO-3166 codes.

Country Name	ISO Code
Abu Dhabi	AE
Admiralty Islands	PG
Afghanistan	AF
Aland Islands	FI
Albania	AL
Algeria	DZ
Alofi Islands	NC
American Samoa	AS
Andaman Islands	IN
Andorra	FR
Angola	AO
Anguilla	AI
Antigua & Barbuda	AG
Argentina	AR
Armenia	AM
Aruba	AW
Ascension	SH
Australia	AU
Austria	AT
Azerbaijan	AZ
Azores	AC
Bahamas	BS
Bahrain	BH
Balearic Islands	ES
Bali	ID
Bangladesh	BD
Banka	ID
Banks Islands	VU
Barbados	BB
Belarus	BY
Belgium	BE

Country Name	ISO Code
Belize	BZ
Benin	BJ
Bermuda	BM
Bhutan	BT
Billiton Island	ID
Bismark Archipelago	PG
Bolivia	BO
Bonaire	AN
Bophuthatswana	ZA
Bosnia & Herzegovina	BA
Botswana	BW
Brazil	BR
Brunei Darussalam	BN
Bulgaria	BG
Burkina Faso	BF
Burma	MM
Burundi	BI
Cambodia	KH
Cameroon	CM
Canada	CA
Canary Islands	ES
Cape Verde	CV
Cayman Islands	KY
Celebes	ID
Central African Rep.	CF
Ceuta	ES
Chad	TD
Chafarinas	ES
Channel Islands	GB
Chile	CL
China	CN

Country Name	ISO Code
Christmas Islands	AU
Ciskei	ZA
Coloane	MO
Colombia	CO
Comoros (Fed. Islamic Rep.)	KM
Congo (Dem. Rep.)	CD
Congo (People's Rep.)	CG
Cook Islands	CK
Corfu	GR
Corsica	FR
Costa Rica	CR
Côte d'Ivoire	CI
Crete	GR
Croatia	HR
Cuba	CU
Curacao	AN
Cyprus	CY
Czech Republic	CZ
Daito Island	JP
Denmark	DK
Djibouti	DJ
Dodecanese Island	GR
Dominica	DM
Dominican Republic	DO
Dubai	AE
East Timor	TP
Ecuador	EC
Egypt	EG
El Salvador	SV
England	GB
Equatorial Guinea	GQ
Eritrea	ER
Estonia	EE

Country Name	ISO Code
Ethiopia	ET
Falkland Islands	FK
Fanning Island	KI
Faroe Islands	FO
Fiji	FJ
Finland	FI
France	FR
French Guiana	GF
French Guinea	GN
French Polynesia	PF
Fujairah	AE
Futuna Islands	NC
Gabon	GA
Gambia	GM
Georgia	GE
Germany	DE
Ghana	GH
Gibraltar	GI
Gilbert Islands	KI
Great Britain	GB
Greece	GR
Greenland	GL
Grenada	GD
Guadeloupe	GP
Guam	GU
Guatemala	GT
Guernsey	GB
Guinea	GN
Guinea-Bissau	GW
Guyana	GY
Haiti	HT
Hervey Islands	NZ
Hokkaido Island	JP

Country Name	ISO Code
Honduras	HN
Hong Kong	HK
Honshu Island	JP
Hunan Islands	NC
Hungary	HU
Iceland	IS
India	IN
Indonesia	ID
Iran	IR
Iraq	IQ
Ireland (Republic)	IE
Isle of Man	GB
Isle of Pines	NC
Israel	IL
Italy	IT
Jadu	ES
Jamaica	JM
Japan	JP
Java	ID
Jersey	GB
Jordan	JO
Kazakhstan	KZ
Kenya	KE
Kiribati	KI
Kuwait	KW
Kyrgystan	KG
Kyushu Island	JP
Lagosta	IT
Lao	LA
Latvia	LV
Lebanon	LB
Leeward Islands (British)	
Leeward Islands (French)	

Country Name	ISO Code
Lesotho	LS
Liberia	LR
Libyan Jamahiriya	LY
Liechtenstein	CH
Lithuania	LT
Loyalty Islands	NC
Luxembourg	LU
Macao	MO
Macedonia	MK
Madagascar	MG
Madeira	MI
Madura Island	ID
Malawi	MW
Malaysia	MY
Maldives	MV
Mali	ML
Malta	MT
Manus Island	PG
Marquesas Island	PF
Marshall Islands	MH
Martinique	MQ
Mauritania	MR
Mauritius	MU
Mayotte	FR
Mexico	MX
Micronesia	FM
Moldova	MD
Moluccas Islands	ID
Monaco	MC
Mongolia	MN
Montserrat	MS
Morocco	MA
Mozambique	MZ

Country Name	ISO Code
Myanmar	MM
Namibia	NA
Nauru	NR
Nepal	NP
Netherlands	NL
Netherlands Antilles	AN
New Britain	PG
New Caledonia	NC
New Ireland	PG
New Zealand	NZ
Nicaragua	NI
Nicobar Islands	IN
Niger	NE
Nigeria	NG
Niue Islands	NU
Norfolk Islands	NF
North Korea	KP
Northern Ireland	GB
Norway	NO
Ocean Island	KI
Oman	OM
Pakistan	PK
Palau	PW
Panama	PA
Papua New Guinea	PG
Paraguay	PY
Peru	PE
Philippines	PH
Pitcairn Islands	PN
Poland	PL
Portugual	PT
Qatar	QA
Rarotonga Islands	NZ

Country Name	ISO Code
Réunion	RE
Rhio Island	ID
Rodriguez Island	MU
Romania	RO
Russian Federation	RU
Rwanda	RW
Ryukyu Island	JP
Saba	MY
Saint Christofer & Nevis	KN
Saint Lucia	LC
Saint Vincent & the Grenadines	VC
Saipan	MP
Samoa	WS
San Marino	SM
Sao Tome & Principe	ST
Sardinia	MY
Saudi Arabia	SA
Scotland	GB
Senegal	SN
Serbia and Montenegro	CS
Seychelles	SC
Shikoku Island	JP
Sierra Leone	SL
Singapore	SG
Slovakia	SK
Slovenia	SI
Society Islands	PF
Solomon Islands	SB
Somalia	SO
South Africa	ZA
South Korea	KR
Spain	ES
Spanish Territories of North	ES

Country Name	ISO Code
Africa	
Spitzbergen	NO
Sri Lanka	LK
St. Croix	VI
St. Eustatius	AN
St. Helena	SH
St. John	VI
St. Maarten	AN
St. Pierre & Miquelon	PM
St. Thomas	VI
Sudan	SD
Sumatra Island	ID
Suriname	SR
Svalbard	NO
Swaziland	SZ
Sweden	SE
Switzerland	CH
Syrian Arab Republic	SY
Tahiti	PF
Taipa	MO
Taiwan	TW
Tajikistan	TJ
Tanzania	TZ
Tarawa Islands	KI
Thailand	TH
Togo	TG
Tokelau Islands	NZ
Tonga Islands	TO
Torres Islands	VU
Tortola Island	VG
Touamotu Islands	PF
Transkei	ZA
Trinidad & Tobago	TT

Country Name	ISO Code
Tristan da Cunha	TI
Tubuai Islands	PF
Tunisia	TN
Turkey	TR
Turkmenistan	TM
Turks & Caicos Islands	TC
Tuvalu	TV
Uganda	UG
Ukraine	UA
United Arab Emirates	AE
United States	US
Upolu Island	WS
Uruguay	UY
Uzbekistan	UZ
Vanuatu	VU
Vatican	VA
Venda	ZA
Venezuela	VE
Viet Nam	VN
Virgin Gorda	VG
Virgin Islands (British)	VG
Virgin Islands (U.S.)	VI
Wales	GB
Wallis Island	NC
Washington Island	KI
Western Sahara	
Yemen	YE
Yugoslavia	YU
Zaire	ZR
Zambia	ZM
Zimbabwe	ZW

Appendix D – State Codes

Here is a list of country states (or provinces or regions) integrated in ClicShop / SellOnline™ and their ISO-3166 codes, when available.

Australia has 8 territories.

Australia Territory Name	Code
Capital Territory	ACT
New South Wales	NSW
Northern Territory	NT
Queensland	QLD
South Australia	SA
Tasmania	TAS
Victoria	VIC
Western Australia	WA

Belgium has 9 provinces.

Belgium Province Name
Anvers
Brabant
Eastern Flanders
Hainaut
Liege
Limburg
Luxembourg
Namur
Western Flanders

Brazil has 31 states.

Brazil State Name
Acre
Alagoas
Amapa
Amazonas east
Amazonas west
Bahia
Ceará

Distrito Federal
Espírito Santo
Fernando de Noronha
Goias
Maranhão
Mato Grosso
Mato Grosso do Sul
Minas Gerais
Para east
Para west
Paraíba
Paraná
Pernambuco
Piauí
Rio de Janeiro
Rio Grande do Norte
Rio Grande do Sul
Rondonia
Roraima
Santa Catarina
São Paulo
Sergipe
Tocantins

Canada has 13 provinces and territories.

Canada Province Name	Code
Alberta	AB
British Columbia	BC
Manitoba	MB
New Brunswick	NB
Newfoundland & Labrador	NL
North-West Territories	NT
Nova Scotia	NS
Nunavut	NU
Ontario	ON
Prince Edward Island	PE
Quebec	QC
Saskatchewan	SK

Yukon	YT
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France has 29 regions.

France Region Name
Alsace
Aquitaine
Auvergne
Basse-Normandie
Bourgogne
Bretagne
Centre
Champagne-Ardenne
Corse
Franche-Comté
FSAL
Guyana
Haute-Normandie
Île-de-France
Languedoc-Roussillon
Limousin
Lorraine
Mayotte
Metropolitan France
Midi-Pyrénées
New Caledonia
Nord-Pas-de-Calais
Pays-de-la-Loire
Picardie
Poitou-Charentes
Provence-Alpes-Côte d'Azur
Reunion
Rhône-Alpes
Wallis and Futuna

Greenland has 3 areas.

Greenland Area Name
Central
Ittoqqortoormiit

Pituffik

Kazakhstan has 3 regions.

Kazakhstan Region Name
Almaty
Aqtau
Aqtobe

Kiribati has 3 regions.

Kiribati Region Name
Enderbury
Kiritimati
Tarawa

Micronesia has 4 states.

Micronesia State Name
Chuuk
Kosrae
Pohnpei
Yap

Russian Federation has 88 oblasts.

Russian Federation Oblast Name	Code
Adygeya	AD
Aginsky Buryatsky	AB
Altaysky Kray	AL
Amurskaya	AM
Arkhangelsk	AR
Astrakhan	AO
Bashkortostan	BA
Belgorod	BO
Bryansk	BR
Chelyabinsk	CB
Chita	CT
Chukotka	CK
Ekaterinburg	SV
Evenkiysky	EW
Gorny Altay	GA

Irkutsk	IR
Ivanovo	IV
Kaliningrad	KA
Kaluga	KG
Kamchatka	KT
Karachaevo-Cherkessia	KC
Karardino-Balkaria	KB
Kemerovo	KE
Khabarovsk	HK
Khanty-Mansyisky	HM
Kirov	KI
Komi	KO
Komi-Permyatsky	KP
Koryaksky	KJ
Kostroma	KS
Krasnodar	KR
Krasnoyarsk	KK
Kurgan	KN
Kursk	KU
Leningrad	LO
Lipetsk	LP
Magadan	MG
Moscow	MA
Murmansk	MU
Nenetsky Autonomous Okrug	NO
Nizhny Novgorod	NN
Novgorod	NV
Novosibirsk	NS
Omsk	OM
Orel	OR
Orenburg	OB
Penza	PE
Perm	PM
Primorsky Kray	PK
Pskov	PS
Republic Chechnya	CC
Republic of Buiryatia	BU
Republic of Chuvashia	CU

Republic of Daghestan	DA
Republic of Ingushetia	IN
Republic of Kalmykia	KM
Republic of Karelia	KL
Republic of Khakassia	HA
Republic of Marij-El	MR
Republic of Mordovia	MD
Republic of Northern Ossetia	SO
Republic of Tataria	TA
Republic of Tuva	TU
Republic of Udmurtia	UD
Republic of Yakutia	YA
Rostov	RO
Ryazan'	RA
Sakhalin	SL
Samara	SR
Saratov	SA
Smolensk	SM
St-Petersburg	SP
Stavropol	ST
Tambov	TB
Taymyr	TM
Tomsk	TO
Tula	TL
Tver'	TV
Tyumen'	TN
Ul'anovsk	UL
Ust'-Ordynsky	UO
Vladimir	VL
Volgograd	VG
Vologda	VO
Voronezh	VR
Yamalo-Nenetsky	JM
Yaroslavl'	JA
Yevresyskaya	EA

Switzerland has 26 cantons.

Switzerland Canton Name	Code
-------------------------	------

Aargau	AG
Appenzell Ausser-Rhoden	AR
Appenzell Inner-Rhoden	AI
Basle-City	BS
Basle-Land	BL
Bern	BE
Fribourg	FR
Geneva	GE
Glarus	GL
Graubünden	GR
Jura	JU
Luzern	LU
Neuchâtel	NE
Nidwalden	NW
Obwalden	OW
Schaffhausen	SH
Schwyz	SZ
Solothurn	SO
St. Gallen	SG
Thurgau	TG
Ticino	TI
Uri	UR
Valais	VS
Vaud	VD
Zug	ZG
Zürich	ZH

United States has 52 states.

United States State Name	Code
Alabama	AL
Alaska	AK
Arizona	AZ
Arkansas	AR
California	CA
Colorado	CO
Connecticut	CT
Delaware	DE
District of Columbia	DC

Florida	FL
Georgia	GA
Hawaii	HI
Idaho	ID
Illinois	IL
Indiana	IN
Iowa	IA
Kansas	KS
Kentucky	KY
Louisiana	LA
Maine	ME
Maryland	MD
Massachusetts	MA
Michigan	MI
Minnesota	MN
Mississippi	MS
Missouri	MO
Montana	MT
Nebraska	NE
Nevada	NV
New Hampshire	NH
New Jersey	NJ
New Mexico	NM
New York	NY
North Carolina	NC
North Dakota	ND
Ohio	OH
Oklahoma	OK
Oregon	OR
Pennsylvania	PA
Puerto Rico	PR
Rhode Island	RI
South Carolina	SC
South Dakota	SD
Tennessee	TN
Texas	TX
Utah	UT
Vermont	VT

Virginia	VA
Washington	WA
West Virginia	WI
Wisconsin	WV
Wyoming	WY

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