CS CART®

Professional

v. 2.2.4

Reference Guide

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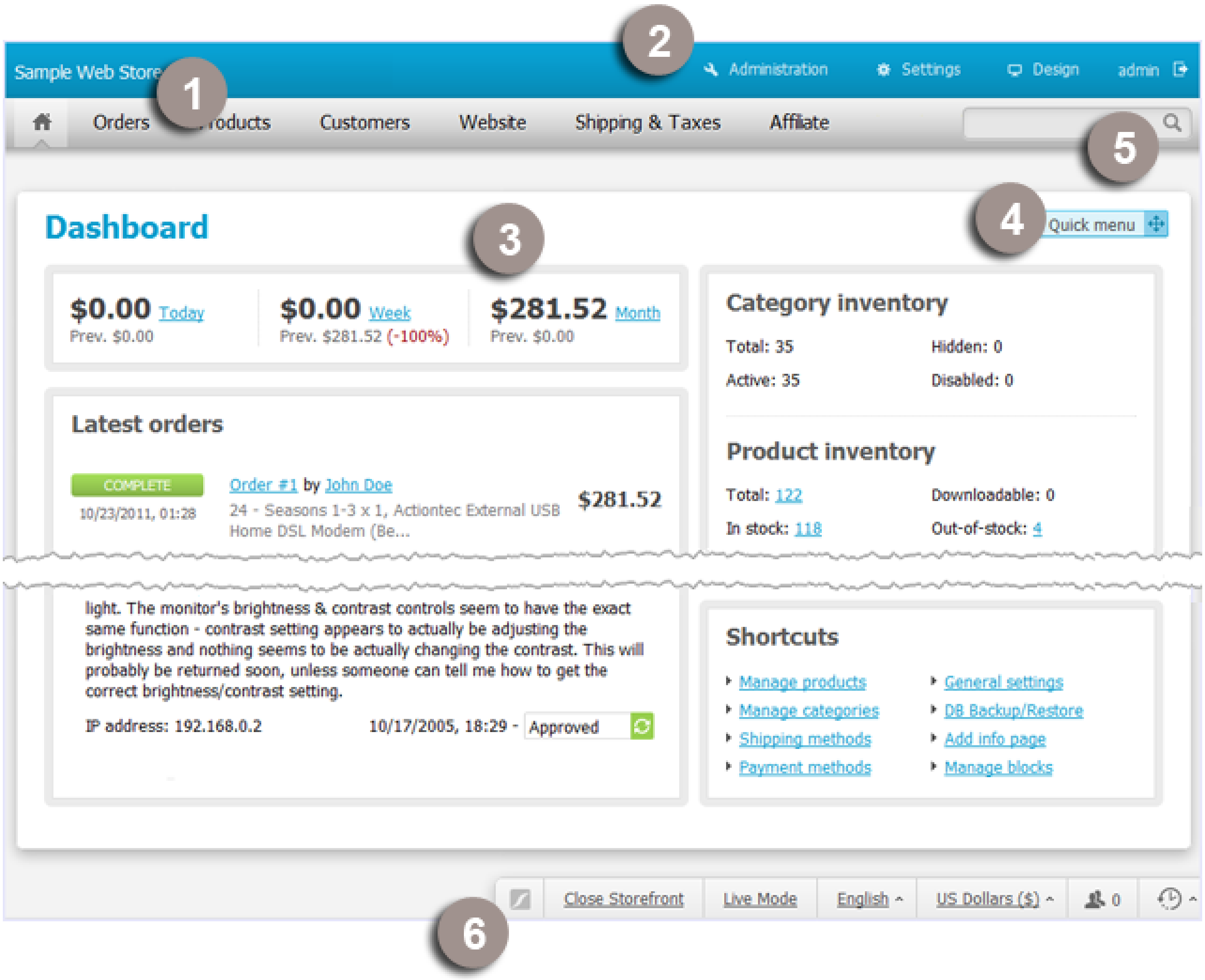
1. Administration Panel Environment

The user interface of CS-Cart administration panel is similar to many other web application. It includes meaningful menus to ensure clear navigation and handy toolbars to provide quick access to the most frequently used parts of the administration panel. So, you are likely to feel at home with CS-Cart administration panel very soon even if didn't have experience in running a web store in the past.

Please have a look at the map below. It will help you familiarize yourself with the layout and navigation structure, which are common throughout the administration panel.

Map of the CS-Cart administration panel



[1] Top navigation menu

Menu bar with drop-down menus to access operational parts of the administration panel. Each item of the menu has a short description so that you can easily decide which section to use to perform certain tasks.

[2] Administration header

Menu bar with drop down menus to access administrative parts of the administration panel. Use this menus to access store settings and perform maintenance routine.

[3] Operation area

This is the main element of administration panel interface. It includes all controls to manage and configure your web store. The collection of controls is specific to each section that you have opened by using the top navigation menu, administration header or the quick menu.

[4] Quick menu

Floating list of the most frequently used sections and commands. Simply click on this element to expand the list, then click on the necessary link. The list is fully customizable, so you can define your own set of items by using the **Edit** link at the bottom of the menu. The **Show menu on mouse over** mode will enable opening the menu without clicking on it.

[5] Search form

Enables quick search for products, orders, users and content pages from anywhere in the administration panel without specifying the type of data being searched. Please learn more about quick search later in this topic.

[6] Administration footer

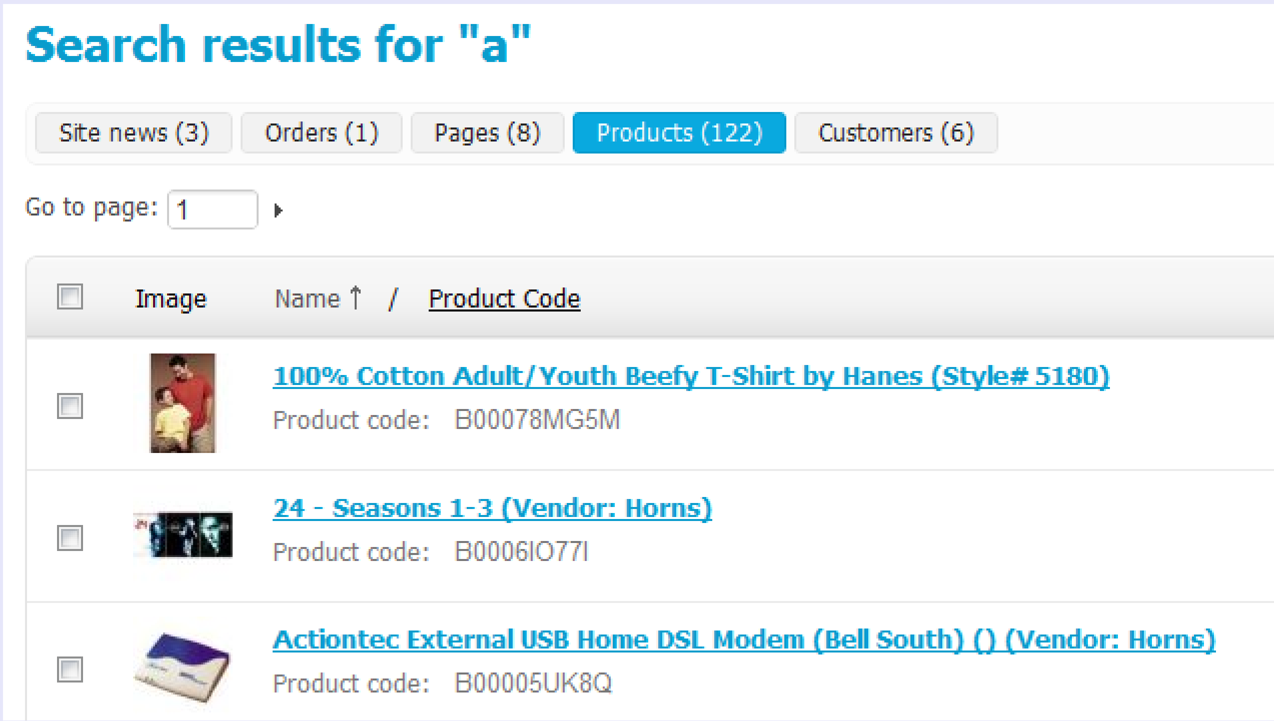
Menu bar used for opening and closing the storefront, changing currency and language preferences on the current user, switching between modes, watching users who are online at the moment. You can also review a list of your recent actions. Items in the list have icons to indicate that (a) product data has been - , (b) order data has been edited - , or (c) some other data has been edited - .

Viewing the Storefront

When working with the administration panel, you may need to view the storefront. To quickly open the storefront, click the icon in the top left-hand corner (next to the store name). The storefront will be opened in a new browser tab. This icon also appears on pages that naturally require a preview before saving changes. Such a page may be a product details page, a category details page, etc.

Using Quick Search

The **Quick Search** form allows conducting the search for items that belong to one of the following types of data: products, orders, users, content pages and site news. You does not need to specify the type of object being searched. Instead, search results will be divided into five separate groups.



Here is a list of fields which are searched through:

1. Products - Product ID, Product code, Name, Short description, Full description, Search words, Meta keywords, Meta description, SEO name.
2. Orders - First name, Last name, Email, Order ID.
3. Users - First name, Last name, Username, Email.
4. Pages - Name, Description, SEO name.
5. News - Name, Description, SEO name.

Navigating Between Congeneric Items

Many pages of the administration panel are equipped with the navigation links **Previous** and **Next** and a link to the search results. These links allow administrators to easily move around and go back to the search results.

Advanced Search Options

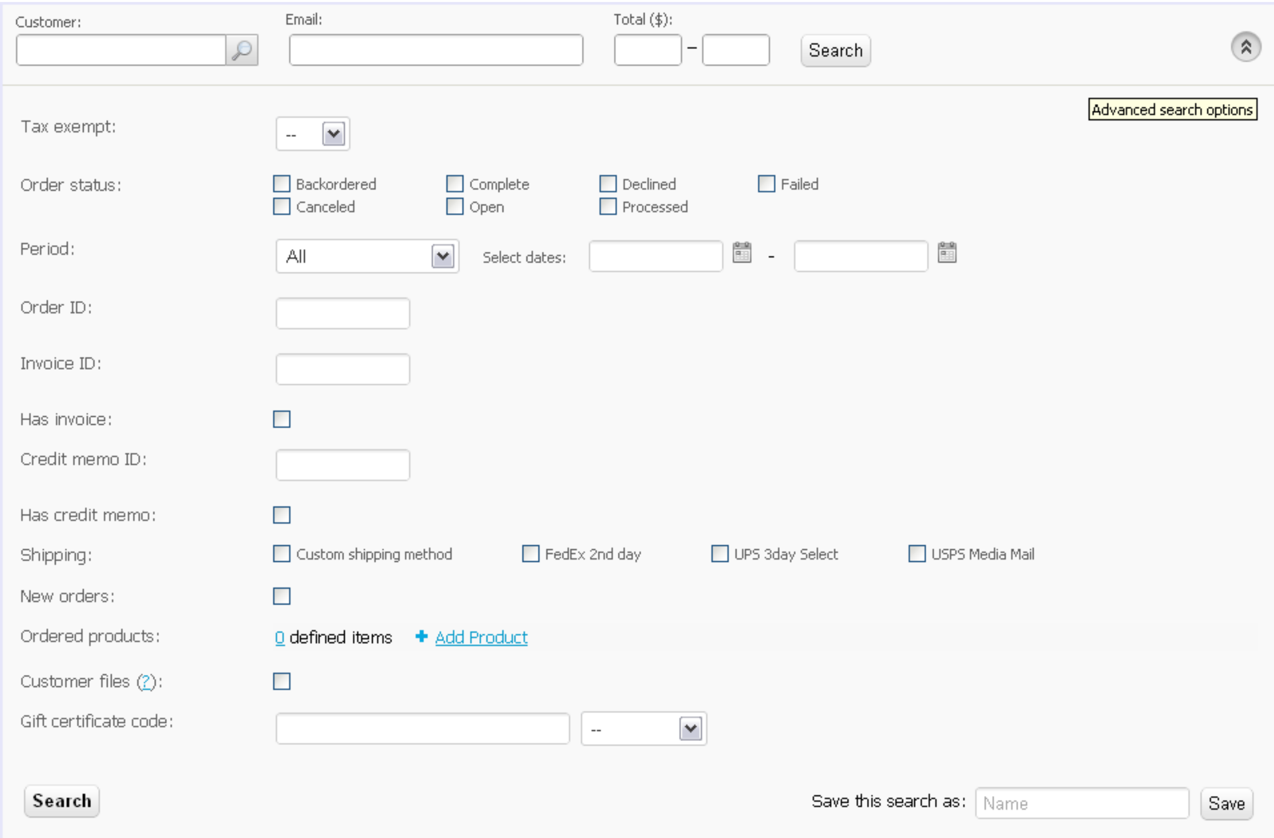
Along with the regular search facility, most sections of the administration panel provide for the advanced search option.

Advanced search is activated by using the button  and allows filtering search results by a larger number of parameters, thereby making the output more precise.

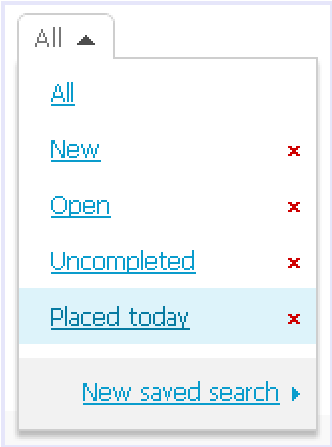
For example, in **Orders** → **View orders** you can search customer orders by the following parameters:

- Tax exempt – Orders placed by users having exemptions from taxes or vice versa;
- Order status – Orders with the selected statuses only;
- Period – Orders placed within a specific time period;
- Order ID – Order with a specific ID number;

- Invoice ID – Invoice with a specific ID number;
- Has invoice – Orders having invoices (paid orders);
- Credit memo ID – Credit memo with a specific ID number ;
- Has credit memo – Orders having credit memos (returned orders);
- Shipping – Orders shipped with the selected shipping methods;
- New orders – Orders that have not been viewed yet;
- Gift certificate code – Orders containing gift certificates with a specific code;
- Ordered products – Orders containing specific products;
- Customer files – Orders containing customized products (for which customers loaded their own files, e.g. images).



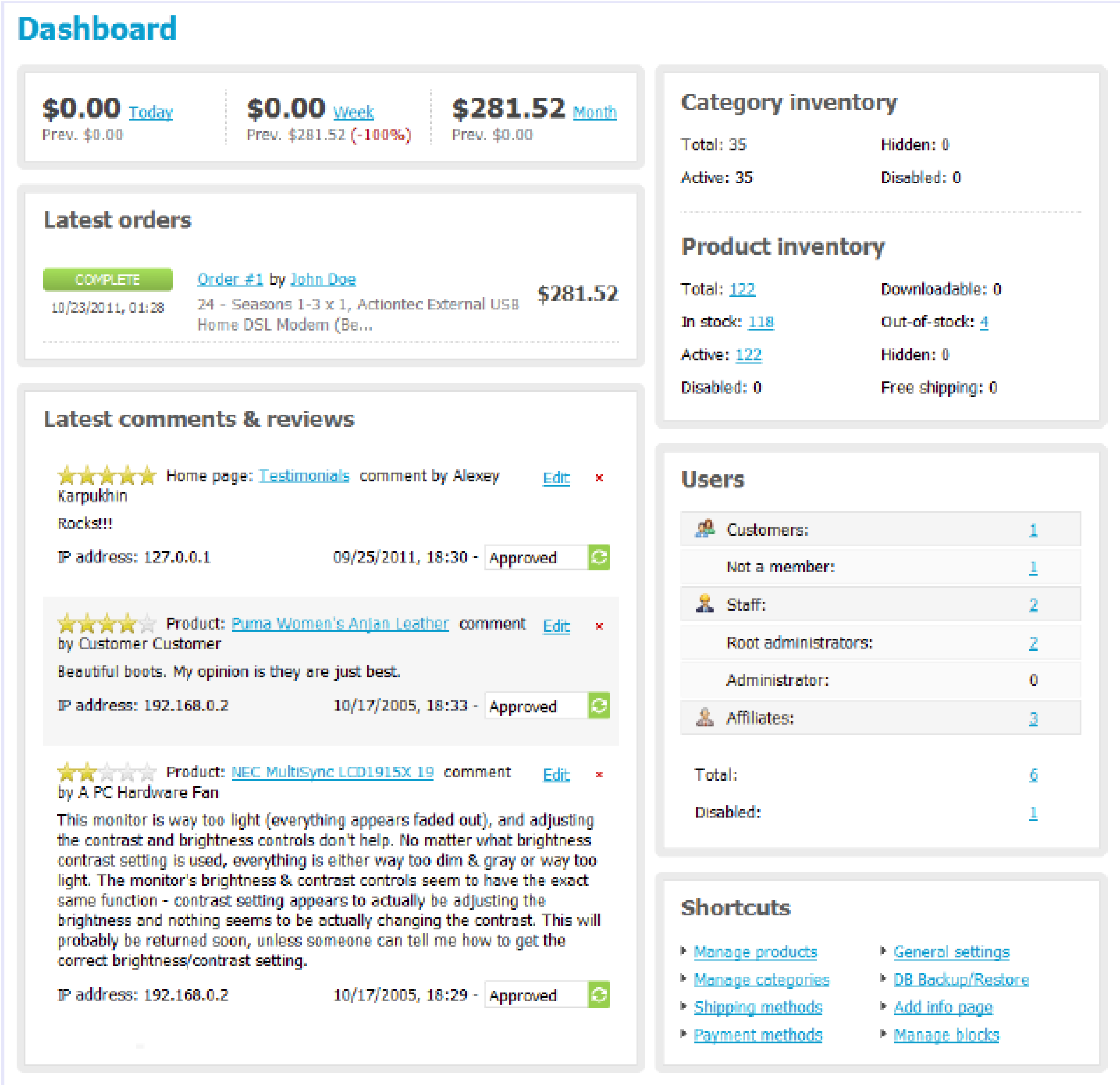
Besides, with the advanced Search option you can create different search patterns and save them for future use. Just set the search options, type the name of the pattern in the **Save this search as** input box and click **Save**. Once the search pattern has been saved, it is displayed in the drop-down list box at the top.



After completing any of the search fields, click on **Search** to display the search results.

2. Dashboard

Dashboard is the first screen that you see after logging in to the administration panel. It contains a summary of the recent activity in your store - latest orders, customer comments and reviews - as well as the a synopsis of the store inventory and general user statistics.



3. Orders

This section of the Administration panel is used to manage and control order procedures in your store. Here you can review and edit orders that have been placed in your store, place new orders on behalf of other users, handle return requests and issue gift certificates, create product subscriptions, etc.

For accounting purposes, orders have continuous ID numbers disregarding their current state and number. At that, CS-Cart keeps track of successful and returned orders assigning them separate IDs.

That is how it works. All orders can be one of the three conditions:

- Order - The order has been placed, but not paid out;
- Invoice - The order has been paid and processed successfully;
- Credit memo - The order has been paid and processed, but then returned.

So, invoice IDs and credit memo IDs are generated continuously for the appropriate orders only:

Order ID	Order Status	Invoice ID	Credit Memo ID
0005	Complete	0001	-
0006	Incomplete	-	-
0007	Canceled	-	0001
0008	Complete	0002	-

3.1. View orders

In the View orders section, you can carry out the following tasks:

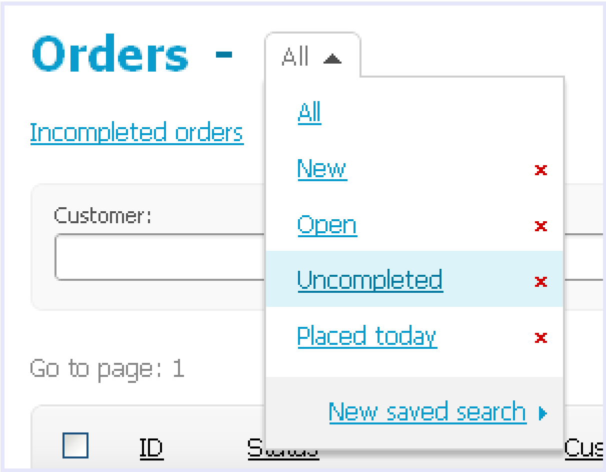
- Display a sorted list of all orders in the store or display a filtered list of orders that meets your search pattern only
- View orders that were not completed (the **Incompleted orders** link)
- Change order statuses on the fly
- View and edit order details
- Add comments to the order which are visible to the customer who placed the order
- Export order details in the CSV, Quickbooks and MYOB formats
- Print invoices and package slips both separately for each order or in bulk
- Remove credit card info (if any)
- Create orders
- Delete existing orders

Displaying orders

When you open the View Orders section, the system automatically lists all orders from the database, i.e. the orders that have ever been placed and not deleted. By default, the list is arranged according to the date the orders were placed with the most recent orders at the top. If necessary, you can rearrange the list according to the order IDs or statuses, names or email addresses of users who placed the orders, or order totals.

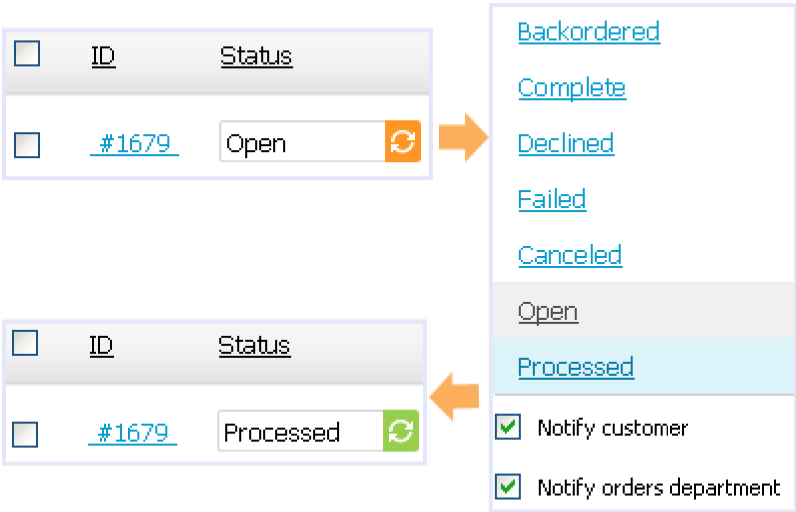
To display the orders that satisfy a certain criterion or a combination of multiple criteria only, use the form above the order list. By default, the form allows you to filter orders against names and email addresses of users who placed the orders and the range of order totals. To access more filtering criteria, expand the form by clicking .

If you filter orders against a particular search pattern regularly (e.g., to list all new orders that were paid with a gift certificate), you will find it convenient to save the pattern and add it to the list of pre-defined patterns appearing in the top left corner of the View Orders section (see the picture below). For more information about using advanced search, please see section "Administration Panel Environment".



Changing order status

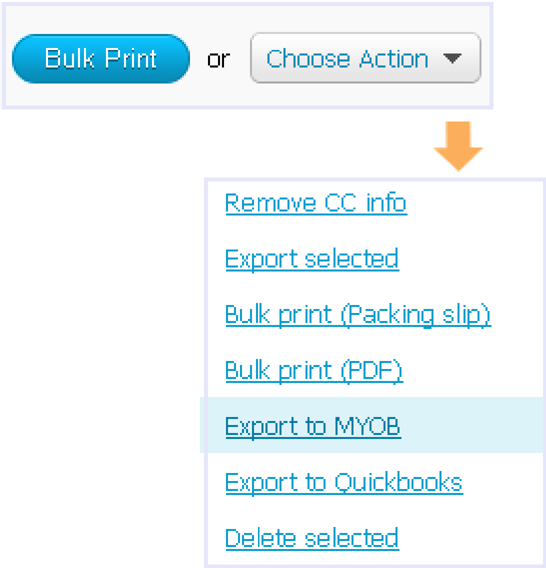
To change an order status quickly without opening the order for editing, click on the current order status to expand a list of all applicable statuses. Then simply click on the required status.



Quick order printing, exporting and deleting

The View orders section allows you to carry out many routine tasks for multiple orders, including bulk order exporting and invoice printing, in one click.

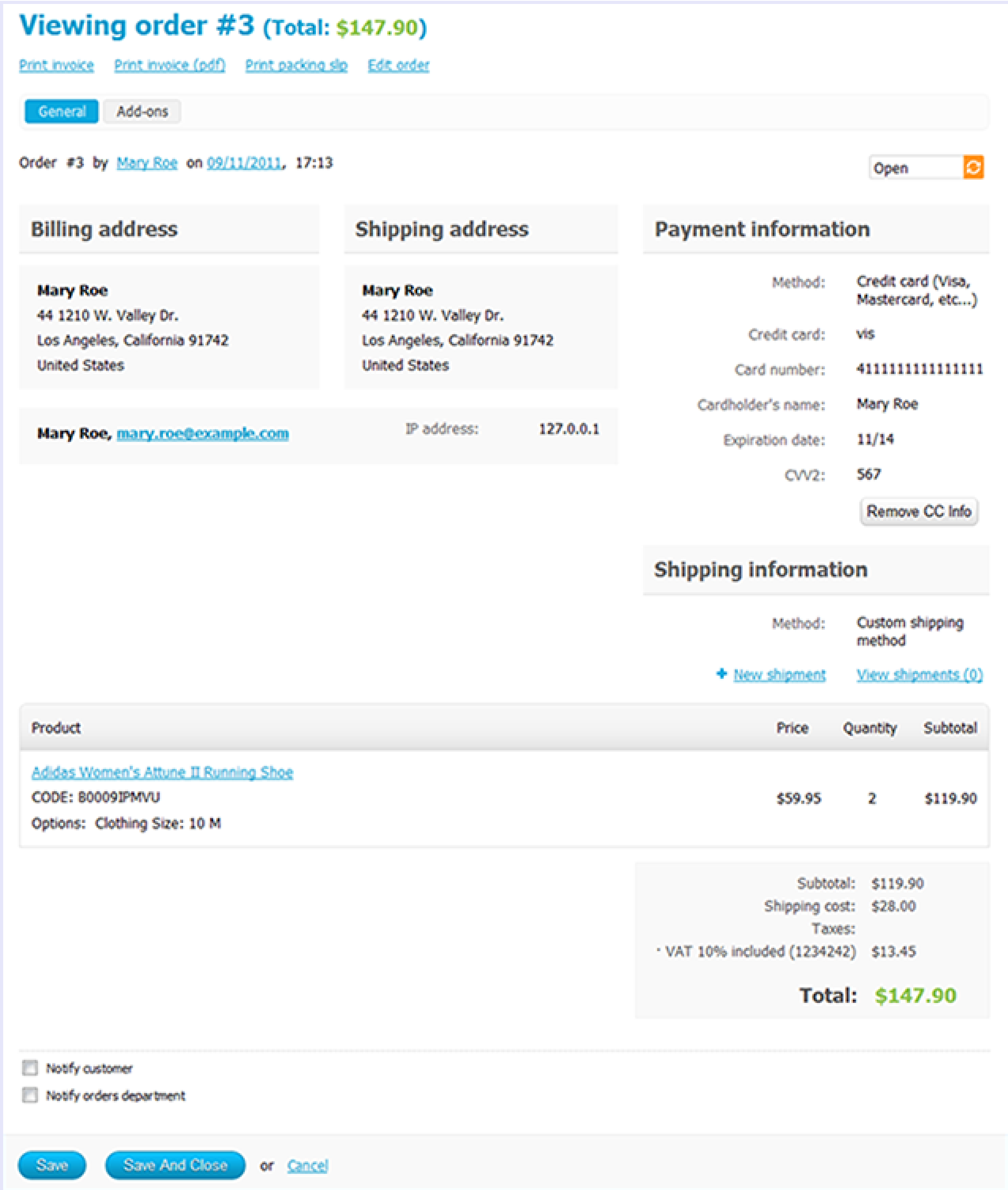
1. In the list of orders, select the check boxes for the orders you want to take action on.
2. Click on the **Choose Action** button beneath the list. This displays a list of applicable actions.



3. Click on the required action in the list.

Viewing and editing order details

- To display order details, click on **View** link corresponding to the order that you want to review. This opens the order details page.



Here you can add comments to the order and define shipment details.

- To edit the order details, click on the **Edit order** link. This opens a four-step wizard that guides you through the process of editing order details.

At the first step, you can edit the set of products in the order (remove products from the order or add new products) as well as change the product cost as it appears in the order. This doesn't affect the product cost in the catalog. Here you can also edit the product.

At the second step, you can edit customer's contact info together with the billing and shipping address.

At the third step, you can apply a gift certificate and an affiliate code, change shipping and payment methods as well as edit the applied tax rate and shipping charges.

At the fourth step, you can edit payment details, which are specific to the order's payment method.

3.2. Sales reports

In this section, you can find a detailed statistics on the sales that have been made in your web store. Statistics may be represented in a form of graphical or tabular charts. For convenience, charts are grouped into separate reports. You are encouraged to use several pre-defined reports or create your own reports. To switch between the reports, use the toggle on the left.

Creating a report

To create a custom report:

1. In the Orders -> Sales reports section, click on the **Manage reports** link to display a list of all available reports.
2. Click the **Add Report** button.

   This will open a form with the report details.
3. Complete the form.
   - Name - Name of the report as it will appear in the list of reports.
   - Pos. - Position of the report relatively to the position of the reports in the list.
   - Status - Status of the report (active or disabled).
4. Click the **Create** button at the bottom of the form.

   The new report will be listed among the other reports.

Now proceed to edit the report and add charts.

Creating a chart

Data charts must be assigned to a particular report.

To add a chart to a report:

1. In the Orders -> Sales reports section, click on the **Manage reports** link to display a list of all available reports.
2. Click on the **Edit** link corresponding to the required report.

   This will open a page with the report details. The Charts section contains a list of assigned reports (if any).
3. Click the **Add chart** button.

   This will open a form with the chart details.
4. Complete the form.

   Use the **General** tab to define the chart's scope.
   - Name - Name of the chart as it will appear in the reports.
   - Position - Position of the chart relatively to the position of the charts in the report.
   - Type - How the data should be represented: graphically or in a table.
   - Object to analyze - Type of data to be reported on (users, orders and order statuses, products, categories, etc.).
   - Value to display - Aspect to be analyzed.
   - Time interval - Analyzed periods (day, week, month, year). Is not applicable to the chart type Graphic [Pie 3D].

   The tabs **Orders**, **Order statuses**, **Payment methods**, **Locations**, **Users**, **Categories** and **Products** are used to filter or limit chart contents so that it covers specific items only.

   For example, in the **Order statuses** tab you can select to show statistics on orders with specific statuses only, and in the **Products** tab you can choose the products which statistics should be represented in the chart. Statistics on the unchosen products will not be included in the chart.
5. Click the **Save** button.

   The new chart will be listed among the other charts.

3.3. Order statuses

This section allows you to adjust the default set of order statuses. You can edit the details of the existing statuses as well as adding custom statuses. The following 7 statuses are available by default and cannot be deleted:

- Backordered – Order hasn't been processed yet as it contains out-of-stock items.
- Canceled – Order was canceled by a customer.
- Complete – All work on the order has been completed.
- Declined – Order has been canceled by the store administrator.
- Failed – Payment transaction hasn't been completed.
- Open – Order has been placed and created in the store database, but it hasn't been processed yet.
- Processed – Payment has been received.

That is how order statuses are assigned:

1. A customer places an order, and the order is placed with the status "incomplete", which does not change the

inventory.

2. If the customer uses an offline payment method, the order status changes to "open" until the store administrator assigns a different status to the order.
3. If the customer uses an online payment method, a positive response of the payment gateway changes the order status to "complete" while with a negative response the customer is suggested to replace the order. In the latter case, no new order is created.

Adding custom order statuses

To add a new order status:

1. In the administration panel, open the section Order statuses (Orders -> Order statuses).
2. Click the **Add Status** button. This will open a pop-up window with a form for the new status details.
3. Fill out the form. Fields marked with an asterisk (*) are mandatory. Please find the meaning of every field in the form under the Order status heading further in this section.
4. Click the **Create** button.

Editing order status details

To edit the attributes of an existing order status:

1. In the administration panel, open the section Order statuses (Orders -> Order statuses).
2. Click on the **Edit** link corresponding to the necessary order status. This will open a pop-up form with the status details.
3. Edit the values of the fields in the form. Fields marked with an asterisk (*) are mandatory. Please find the meaning of every field in the form under the Order status attributes heading further in this section.
4. Click the **Save** button.

Order status attributes

Here is the list of order status attributes that you can change when adding a new order status or editing the details of an existing order status.

- Name - Name of the status.
- Status - Letter symbol to identify the status in the database.
- E-mail subject - Subject of an email message that is sent to customers automatically when the order status changes to this status.
- E-mail header - Header of an email message that is sent to customers automatically when the order status changes to this status.
- Notify customer - Select to send customers an automatic email notification when the order status changes to this status.
- Notify orders department - Select to send the store administrator an automatic email notification when the order status changes to this status.

Note: The email address of the order department to receive notification at is specified in the section Administration -> Settings -> Company.

- Inventory - Choose whether to decrease or increase the number of items in stock for products included in the order.
- Remove CC info - Select to remove sensitive credit card info from the database when the order status changes to this status.
- Pay order again - Select to allow customers to pay for the order again if the previous attempt failed.
- Invoice/Credit memo - Chose the condition of the order after receiving this status: *Invoice* - The order has been paid and processed successfully; *Order* - The order has been placed, but not paid out; *Credit memo* - The order has been paid and processed, but then returned.
- Notify supplier - Select to send an automatic email notification to suppliers whose products are in the order when the order status changes to this status.
- Change gift certificate status to - Choose a status that should be automatically assigned to gift certificates included in the order when the order status changes to this status.
- Allow return registration - Select to allow customers to request a return if the order has this status.

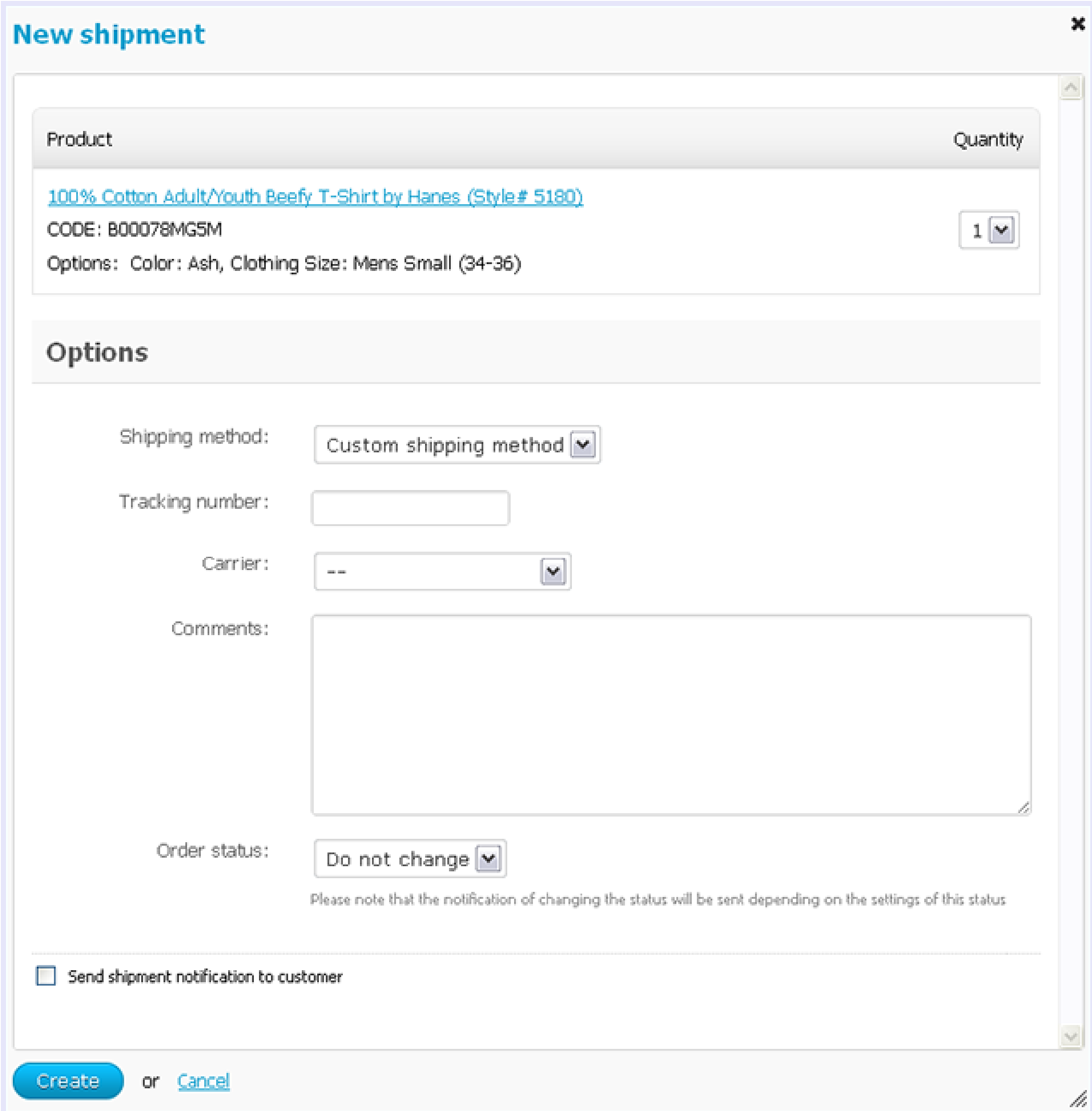
3.4. Shipments

In CS-Cart, shipments refer to situations when you ship items from a single order in multiple batches and/or at different periods of time. Such batches are treated as separate shipments of one order. This functionality is very useful when you have to deal with back orders regularly.
For example, if a customer orders several items that are out-of-stock, you can ship in-stock items immediately after the order has been placed, and then send the rest of the order at a later day as a separate shipment.

Important: Before you can start using shipments in you store, it is necessary to activate this functionality in the administration panel of your store in the section Administration -> Settings -> General. The option to be enabled is **Allow users to create shipments**.

Creating a shipment

Shipments are created separately for each order on the order details page in the section Shipping information.
To create a shipment:
1. Click on the **New shipment** link. This will open a pop-up window.



2. For each product in the order, select the number of items that will be delivered in the current shipment.

   If you're going to deliver a particular product in a different shipment, select 0 (zero) from the **Quantity** drop-down list.
3. Choose a shipping method.
4. Optionally, input a tracking number, choose a carrier and add your comments.
5. If necessary, change the order status.
6. Click the **Create** button.

Printing package slips

To print a package slip for a particular shipment or several package slips for multiple shipments at a time:

1. In the administration panel, go to the Shipments section (Orders -> Shipments).
   You will see a list of all shipments in the store. If necessary, filter the list of displayed orders using the search panel above the list of shipments.
2. Select shipments for which you need to print package slips.
3. Click the **Bulk print** button.

3.5. Gift certificates

Gift certificate is the best solution for customers who don't know what to buy as a present. Customers just order a gift certificate with specific parameters (the name and address of the person who the certificate should be sent to, certificate's worth and a cover message), and the store administrator sends the certificate to the recipient via email or regular post. Customers are also encouraged to bundle a certificate with any number of products from the store catalog. These products are marked as *free products*.

Once a gift certificate is created, the customer adds it to the cart and orders it as a regular product. After the order containing the certificate is processed or completed, the certificate becomes active and gets sent to the recipient. The person who received the certificate can then visit your web store, choose products from your catalog and add them to the cart. At checkout, he or she will be offered to redeem the certificate, i.e. to enter a code specified in the certificate. The certificate's worth will be subtracted from the order total. If the certificate doesn't cover the order total completely, the rest of the sum can be paid off through any available payment method.

Certificates never expire and can be used to pay for orders at any time. It's also possible to use the same certificate for multiple orders if the certificate's worth hasn't been expended by previous orders.

The only limitation concerning gift certificates is that it is impossible to pay for an order with a gift certificate if the order contains nothing but another gift certificate.

Important: To allow your customers to order gift certificates, activate the Gift certificates add-on module in the Add-ons section of the Administration panel (Administration -> Add-ons -> Gift certificates). There you can also configure some essential settings that relate to gift certificates.

3.5.1. Gift Certificate

Adding a gift certificate

Although gift certificates are supposed to be created by customers, store administrators are also allowed to create and modify gift certificates in the Administration panel.

To add a certificate:

1. In the administrator panel, go to the Gift certificates section (Orders -> Gift Certificates).
   You will see a list of all gift certificates that have been created in the store (both by customers and store administrators) and haven't been deleted.

2. Click the **Add Gift Certificate** button.

   This will open a form for creating a gift certificate, which is quite similar to the form that customers use to create gift certificates.

3. Complete the form.
   - To - Name of the person who the certificate will be sent to.
   - From - Name of the person who sends the certificate.
   - Message - Cover message for the certificate (greeting, some wish, etc.)
   - Amount - Certificate's worth. Can be either specified as a custom amount or chosen from a fixed set of available amounts.

     > The amount must lie within the minimum and maximum amounts that are defined by the settings of the Gift certificates add-on module (**Administration → Add-Ons → Gift certificates**).

   - Send via email/Send via postal mail - Choose to send the certificate via email or regular post and specify either an email or a regular address.
   - Free products - Products that will be bundled with the certificate and sent to the recipient. Click the **Add Product** button to bundle new products.
   - Notify customer - If selected, the customer receives an automatic email notification when a new gift certificate is created.
4. Click the **Create** button.

Editing gift certificates

Store administrators are allowed to edit details of existing gift certificates.

To edit a gift certificate:

1. In the administration panel, open the section Gift certificates (Orders -> Gift certificates).
2. Click on the code of the certificate you want to edit. This will open a form that is pretty the same as the one you use to create certificates.
3. Edit the fields in the form.
4. Click the **Save** button.

Viewing gift certificate history

CS-Cart registers all changes in the balance of a gift certificate.

To view the history of changes:

1. Display the list of certificates (Orders -> Gift certificates).
2. Click on the code of the certificate which history of changes you want to view.

   This will open the page with gift certificate details.
3. Click on the **History** link to open a tab with a list of changes. Each entry in the list contains the following elements:
   - DATE – Date and time the change was made.
   - E-MAIL - Email address of the user who changed the balance.
   - Order ID - ID of the order.

- Name – Name of the user who changed the balance.
- Balance – Certificate's worth before the balance was changed.
- Debit balance – Certificate's worth after the balance was changed.

3.5.2. Gift Certificate Statuses

Enter topic text here.

3.6. Return requests

Here you can handle product return requests that your customers have registered as well as configuring the general product return policy of your store. A few other parameters related to product returns are configured on the settings page for the RMA add-on module.

Important: To allow for return requests in your store, activate the RMA add-on module in the Add-ons section of the administration panel (Administration -> Add-Ons -> RMA). There you can also configure some essential settings that relate to return requests.

The section consists of four subsections: Return requests, RMA reasons, RMA actions and RMA request statuses. To switch between the subsections, use the toggle on the left.

Managing return requests

The Return requests subsection contains a simple list of product return requests. You can sort or filter the list according to different parameters. To filter the requests, use the search panel above the list.

To handle a particular request, click on the **Edit** link corresponding to the request. This will uncover the request details (separated into four tabs):

- Return products information - Contains a list of products from the request that are or will be approved for the return.
- Declined products information - Contains a list of products from the request that are or will be declined for the return.
- Comments - Contains user comments about the requested return.
- Actions - Contains controls to handle the return request.

Changing a request status

To change the status of a return request:

1. Open the request for editing and go to the **Actions** tab.
2. Select a new status from a drop-down list.
3. If necessary, choose to recalculate the original order.
4. If necessary, select to notify the customer and the order department.
5. Click the **Save** button to apply the changes.

Declining/approving individual products

If a request consists of multiple products but you are going to accept only few of them, you can decline the products by excluding them from the list of approved returns.

To *decline* a product or several products at a time:

1. Open the **Return products information** tab.
2. Select the check boxes for the products you want to decline.
3. Click the **Decline products** button below the list.

   The products will appear in the list of declined products.

To *approve* a declined product:

1. Open the **Declined products information** tab.
4. Select the check boxes for the products you want to approve.
5. Click the **Accept products** button below the list.

   The products will appear in the list of accepted products.

Printing a package slip

You can print a package slip for requested product returns.

To print a slip for an individual request, click on the **Print slip** link on the requests details page. To print package slips for several requests at a time, on the return requests page select the check boxes corresponding to the request and click the **Bulk print** button below the list of requests.

Note: A package slip includes only those products that are approved for the return.

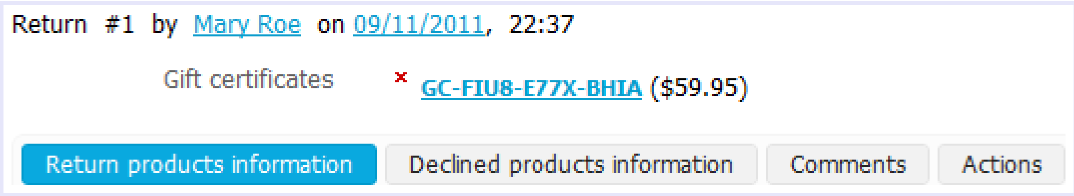
Issuing a credit/gift certificate

For each approved product from a return request, you can issue a gift certificate which worth completely agrees with the cost of the returned product. Alternatively, you can issue one gift certificate for all approved products from the request. In this case, the certificate's worth will be the same as the original subtotal of the returned products.

To issue a gift certificate:

1. In the **Return products information** tab, select the required products.
2. Click the **Create gift certificate** button below the list of approved products.
3. If prompted, confirm the action.

The code of the new certificate will appear above the tabs.



Managing return reasons

When submitting a return request, customers are asked to specify a reason why they want to return a particular product. The store administrator can adjust the default set of reasons by adding or removing reasons. It is also possible to activate or disable a certain reason from the list, which is useful when you need to temporarily deactivate the reason, but plan to use it again later.

Adding a reason

To add a product return reason:

1. Click the **Add reason** button.

   This will open a form with the new reason details.

2. Complete the fields in the form.

   - Reason - Return reason as it appears on the customer storefront.
   - Position - Ordinal number conveying the position of the new reason relative to other reasons from the list.
   - Status - Initial status of the new reason (active or disabled).

3. Click the **Create** button.

Managing request statuses

By default, there are four possible statuses for return requests: Approved, Complete, Declined, Requested. The latter status is automatically assigned to all newly submitted requests, and then the store administrator can manually change the request status. If necessary, you can expand the default set of request statuses with custom statuses.

To add a custom request status:

1. Click the **Add status** button. This will open a pop-up window with a form for the new status details.
2. Fill out the form. Fields marked with an asterisk (*) are mandatory.
   - Name - Name of the status.
   - Status - Letter symbol to identify the status in the database.
   - E-mail subject - Subject of an email message that is sent to customers automatically when the request status changes to this status.
   - E-mail header - Header of an email message that is sent to customers automatically when the request status changes to this status.
   - Notify customer - If selected, the customer receives an automatic email notification when the request status changes to this status.
   - Notify orders department - If selected, the order department receives an automatic email notification when the request status changes to this status.
   - Inventory - Choose whether to decrease or increase the number of items in stock for products included in the

return request.

3. Click the **Create** button.

RMA actions

RMA actions refer to the actions that a customer may expect to be taken towards his or her return requests: replace an item or make a refund. Customers are asked to choose a preferable action when they submit a return request. If a particular action is not applicable in your store, you can disable the action.

3.7. Recurring plans

A recurring plan is a set of rules on how to bill and charge customers for products that are available by subscription and are assigned to this plan.

Important: Before you can use this functionality, you must enable the Recurring billing add-on module.

Creating a recurring plan

To create a recurring plan:

1. Click on the **Add Plan** button.

   This will open a form with recurring plan details.

2. Complete the form.
   - Title - Name of the recurring plan.
   - Recurring period - Recurrence of payments.
   - Recurring period value - Days in a subscription period.
   - Pay day - Day on which the payments must be made.

     The value you should select/enter here depends on the chosen recurrence of payments. If customers are supposed to pay annually, quarterly or monthly, the day of payment can be any day in the first month of the period. If you charge customers weekly, you can select any day of the week. And if you use a custom subscription period (e.g., 14 days), the day of payment should be any day within the period (e.g., 5).
   - Recurring price - Sum to be charged on the pay day.

     This can be either the original product cost or a discounted amount: a sum reduced to or by a percentage of the original price, or a sum reduced to or by a fixed amount.
   - Recurring duration - Subscription duration.
   - Recurring start price - Sum to be charged on the pay day during the opening subscription period.

     This can be either the original product cost or a discounted amount: a sum reduced to or by a percentage of the original price, or a sum reduced to or by a fixed amount.
   - Recurring start duration - Opening subscription period in days or months.
   - Recurring note - Note or description appearing on the storefront.
   - Status - Current status of the plan.
   - Allow customers to set up duration - If selected, customers are allowed to set up the subscription period

themselves.

- Allow customers to unsubscribe - If selected, customers are allowed to cancel their subscription.
- Allow customers to buy products without subscription - If selected, customers can buy items of a subscribable product in the plan without subscription.

3. Click the **Save** button.

Assigning products to a recurring plan

To assign products to a recurring plan:

1. Open a plan for editing.
2. Move to the **Products** tab.

3. Click the **Add products** button.

   This will open a dialog box with a list of all products in your store.

4. Select the products you want to assign to the plan and click the **Add Product** button.
5. Once you have added the products, click **Save and Close**.

3.8. View subscriptions

This section contains a list of all subscriptions in your store. For each subscription, you can change the subscription status, edit subscription details and charge subscribers.

Managing subscription statuses

Every subscription may have the following statuses:

- Active - Subscription is currently in progress.
- Disabled - Subscription is disabled.
- Unsubscribed - Subscription is canceled.
- Completed - Subscription period is over.

To change a subscription status, click on the current status and select a new status from a pop-up list.

Reviewing and editing subscription details

To review subscription details, click on the **View** link next to the subscription status. This will open a new section that consists of three tabs:

- General - General subscription details including shipping information.
- Products - Products included in the subscription.

- Orders - List of orders bound to the subscription.

If you edited any of the subscription details (e.g., shipping information), remember to click the **Save** button to apply the changes.

Charging subscribers

You can either charge for each single subscription separately, or process several subscriptions at a time.

To charge for a single subscription, click on the **More** button corresponding to the subscription and select **Charge** from a pop-up list.

To process several subscriptions at a time, select the check boxes for the required subscriptions and click the **Process selected** button below the list of subscriptions.

3.9. Subscription events

This sections contains a list of immediate events related to active subscriptions.

Events are divided into the following four groups:

- Attempt to pay the failed order - There are orders that failed to be paid. By processing such an event you notify customers that they can make another attempt to pay for the order.

  Note: The number of allowed attempts and the time interval between the attempts are defined by the settings of the Recurring billing add-on module.

- Charge subscription - There are orders that are scheduled to be paid the present day. By processing such an event you remind the subscriber that he or she is expected to pay for the subscription the present day.
- Notifications of future paying - There are orders that are scheduled to be paid soon. By processing such an event you remind the subscriber that he or she is expected to pay for the subscription shortly.
- Notification of manual paying - There are orders that have to be paid manually. By processing such an order you notify the subscriber that the order cannot be processed automatically and requires manual processing.

  Note: The number of days preceding the payment when the subscriber starts to receive reminders is defined by the settings of the Recurring billing add-on module.

In order to process a single event, click on the **Process** link corresponding to the event. To process several events at a time, select the required events and click the **Process Selected Events** button below the list of events.

4. Products

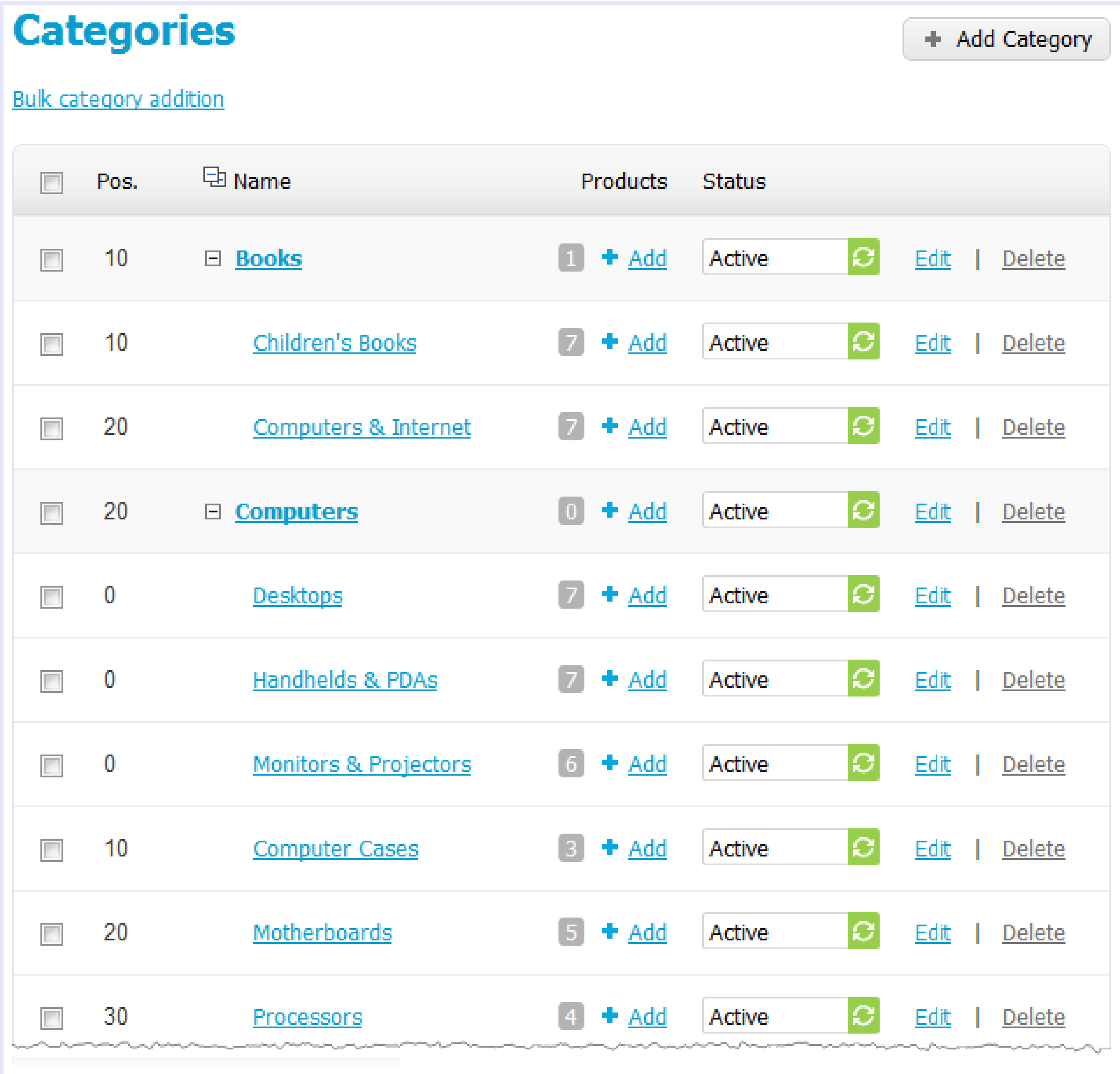
This section of the Administration panel assembles control elements for managing the product catalog. The two key concepts to describe the cataloguing in CS-Cart are the *product* and the category of products, or simply the *category*. Finding a right product in a web store becomes much easier if the products in the catalog are categorized, i.e. are sensibly arranged into groups of related products, or categories. Each product category can include an unlimited number of child categories which, in return, can include own child categories. Child categories are referred to as *sub-categories* while the categories that do not have parent categories, i.e. categories of the highest level, are called *root categories*. The system of categories enables you to build the catalog in the way of a tree with multiple branches, making the navigation structured, intuitive and clear.

On the storefront, categories generally appear in a special side bar. Yet, you can show them as a horizontal menu or even differently depending on the skin that you use for the storefront.

Important: Individual products cannot appear outside a product category, so every product that you have in your catalog must be assigned to at least one category.

4.1. Categories

Use this section to manage product categories. When you open the section, it displays a list of all categories and sub-categories in the store.



Actions on categories

The store administrator can carry out the following actions on the categories:

- Add individual categories (**Add Category** button) or several categories at a time (**Bulk category addition** link).
- Change attributes per category or simultaneously for several categories (**Choose Action** -> **Edit selected**).
- Delete categories (**Choose Action** -> **Delete selected**).

Important: Be careful when deleting a category! Child categories and the products under the category will be deleted automatically.

Category attributes

When you create or edit a category, your should specify a number of category attributes. For convenience, attributes are grouped under several tabs.

General tab:

Information

- Name – Name of the category as it appears on the storefront and in the Administration panel.
- Location - Position of the category in the category tree: a root category or a child category of a parent category.
- Description - Description of the category as it appears on the storefront.
  The description that you enter here follows the category name and helps visitors understand what kind of product they should expect to find under the category. Besides, an informative description is just another SEO-wise opportunity.
  The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.
- Status – Status of the category (*Active* - category is available on the storefront, *Disabled* - category is not available on the storefront, or *Hidden* - category does not appear on the storefront, but customers can access it via a direct link).
- Images - Pair of images to illustrate the category: a category thumbnail and a large category image.
  Both images can be either uploaded from a local computer or the server file system, or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.
  Images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.

SEO / Meta data

- Page title - Title of the category page on the storefront, which is displayed in the web browser when somebody is viewing the page. Required for SEO purposes.
- META description – Contents of the HTML meta tag describing the category. Required for SEO purposes.
- META keywords – Contents of the HTML tag containing a list of search keywords for the category. Required for SEO purposes.

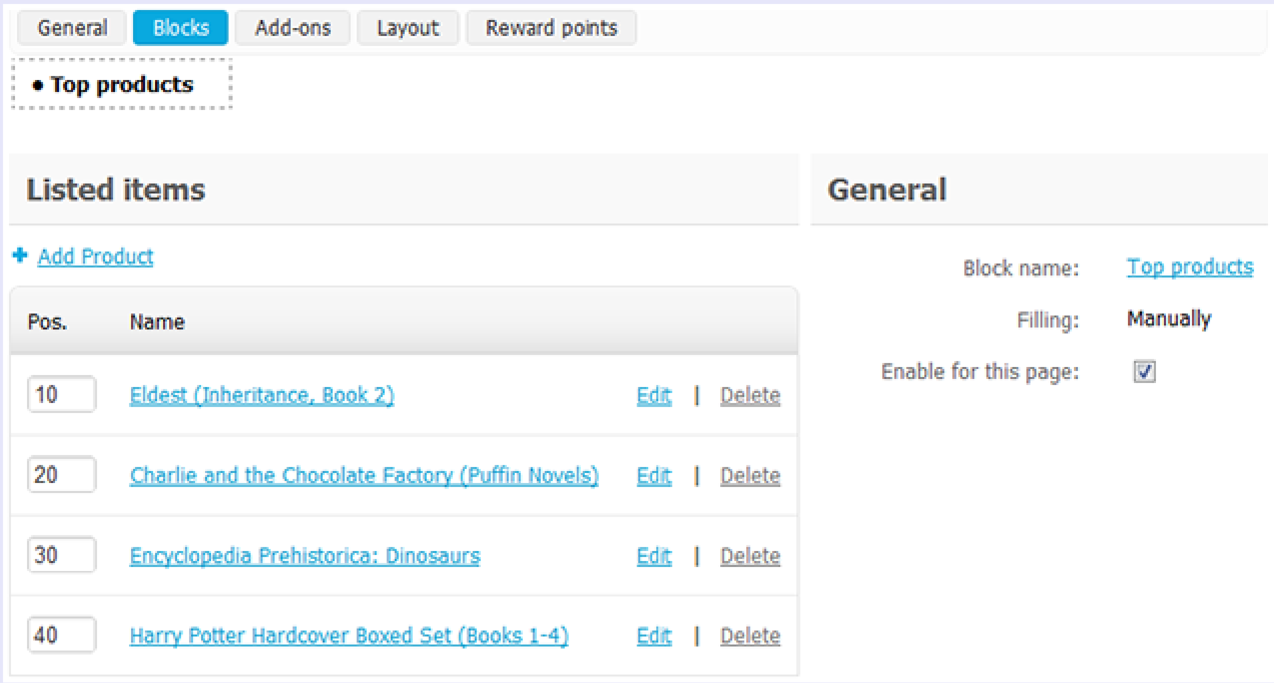
Availability

- User groups – User groups whose members can access the category.
- Position – Position of the category relatively to the other categories of the same level. If no category positions are defined, categories are sorted alphabetically.
- Creation date - Date when the category was added to the catalog.
- Localization - Localizations for which the category must be available. This attribute is available only when at least one localization is defined in the section Shipping/Taxes -> Localizations.

> **Important:** By enabling the category for a particular localization you do not automatically make the products in the category available for that localization. Products must be enabled separately.

Blocks tab (the category contents):

This tab allows you to include custom content blocks in the category page. For more information on how to manage blocks please refer to the Design -> Blocks further in this guide.



Add-ons tab (applicable category attributes that depend on the active add-on modules):

- Age verification - If selected, the access to the category is limited by the customer age.
- Age limit - Minimum age for accessing the category and the products under the category.
- Warning message - Message to be displayed if the customer does not qualify for the category contents.
- Reviews - Customer reviews or ratings, or both.

> **Important:** The attributes require the Age Verification and Comments and Reviews modules to be enabled and configured.

Layout tab (appearance of the product under the category):

- Product details layout - Choose a template for all product details pages within the category.
- Use custom layout - If selected, you can choose a non-default layout.
- Product columns - Number of columns that the products under the category are displayed in. This option works for the Grid layout only, but you can still use it with a custom layout.
- Available layouts - Select the category layouts that customers should be able to select from when viewing the category.
- Default category layout - Select the default category layout.

Reward points tab (number of points that customers receive at their accounts when buying category products):

- Override global point value for all products in this category – If selected, the below values prevail over the global points that are defined in the Reward points section.
- User group – User group whose members are granted reward points for buying the category products.
- Amount – Number of reward points to be granted to a user group member who bought the category product.
- Amount type - Absolute number of points or percentage-based value calculated in the following manner: the product cost is divided into 100, and the result is multiplied by the value in the field.

Reviews tab:

List of customers' reviews of the category. Requires that the **Reviews** field in the **Add-ons** tab be set to Communication, Rating or both.

4.2. Products

Use this section to manage the products in your catalog. When you open the section, it displays a sorted list of all products in the store. To filter the list, use the search form above the list.

Each entry in the list has the following attributes:

- Image – Product thumbnail.
- Name – Name of the product and the internal product code (SKU number). This number must not necessarily be unique, or it can even be missing.
- Price – Product price.
- List price – Price suggested by the product manufacturer. Good practice is to show that your price is lower than the list price.
- Quantity – Number of products in the stock.
- Status – (*Active* – product is available on the storefront, *Disabled* – product is not available on the storefront, or *Hidden* – category does not appear on the storefront, but customers can access it via a direct link).

These attributes can be changed on the fly without opening the product for editing.

Actions on products

The store administrator can carry out the following actions on the products:

- Add products individually (**Add Product** button) or in bulk (**Bulk product addition** link) and clone products (**Choose Action** → **Clone selected**).
- Change product attributes per product or simultaneously for several products (**Global update** link).
- Export products (**Choose Action** → **Export selected**). See topic Administration/Export data for more information about export procedures.
- Delete products.

Product attributes

When you create or edit a product, you should specify a number of product attributes. For convenience, attributes are grouped under several tabs.

General tab:

Information

- Name – Name of the product as it appears on the storefront and in the Administration panel.
- Categories – Categories that the product will be assigned to. To define the product's main category, select the corresponding radio button.
- Price – Base product price in your store's main currency.
- Full description – Full product description appearing on the product details page of the storefront.

The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.

An informative description not only helps your customers better understand whether they need this product, but it is also just another SEO-wise opportunity.

- Status – (*Active* – product is available on the storefront, *Disabled* – product is not available on the storefront, or *Hidden* – product does not appear on the storefront, but customers can access it via a direct link).
- Images – Pair of images to illustrate the product: a product thumbnail and a large product image.

  Both images can be either uploaded from a local computer or the server file system, or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO–wise opportunity.

  Images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.

Options settings

- Options type - Select a type of the product options, i.e. how this product's options and variants appear on the storefront: *Simultaneous* - all options and variants appear simultaneously and independently; *Sequential* - options and variants are chosen successively one after another, and customers will be able to chose only the allowed option combination, avoiding exceptions.
- Exceptions type - Select a type of the product options exceptions: *Forbidden* - all option exceptions are forbidden, and the customer cannot add the product with such option combination to the cart, all other option combinations become permissible; *Allowed* - all option exceptions are allowed, and the customer can add the product with such option combination to the cart, all other option combinations become impermissible. To specify product's options, use the controls under the **Options** tab.

Pricing / inventory

- Product code – Internal product code (SKU number).
- List price – Price suggested by the product manufacturer. Good practice is to show that your price is lower than the list price.
- In stock – Number of products in the stock. By default, products that are out of stock do not appear on the storefront until you enable the **Allow negative amount in inventory** option in Settings → General/Catalog.
- Zero price action – Allowed action on the product if the product has zero price. Allow or disallow users to add the products to the cart or ask users to enter a custom price.
- Inventory – Way of tracking the inventory of the current product: track with product options or without product options or do not track at all. If the product is selected to be tracked with options, the common product quantity becomes unavailable, and you are supposed to specify the number of in-stock items individually for each product option/variant.
- Minimum order quantity - Minimum number of product items that a customer must add to the cart to be able to order the product. The minimum amount always appears on a product details page of the storefront right after the product price.
- Maximum order quantity – Maximum number of product items that a customer can order at a time. 0 means no maximum limit.

- Quantity step – Number of product items between the two neighboring choices in the **Quantity** select box.
- List quantity count – Maximum of choices in the **Quantity** select box.
- Taxes – Select applicable taxes. To configure the set of available taxes, use the section Shipping/Taxes.

SEO / Meta data

- Page title – Title of the product page on the storefront, which is displayed in the web browser when somebody is viewing the page. Required for SEO purposes.
- META description – Contents of the HTML meta tag describing the product. Required for SEO purposes.
- META keywords – Contents of the HTML tag containing a list of search keywords for the product. Required for SEO purposes.

Availability

- User groups – User groups whose members can access the product.
- Creation date – Date when the product was added to the catalog.
- Avail since – Date when the product becomes available for sale.
- Out-of-stock action – Select if customers should be able to buy the product in advance before it is not yet available for sale, or sign up to receive an email notification when the product is available. Note that the "Buy in advance" option requires that you have the product in stock, while the "Sign up for notification" option requires that you have it out-of-stock. Also, the "Sign up for notification" option cannot apply to products which are tracked with options.

Extra

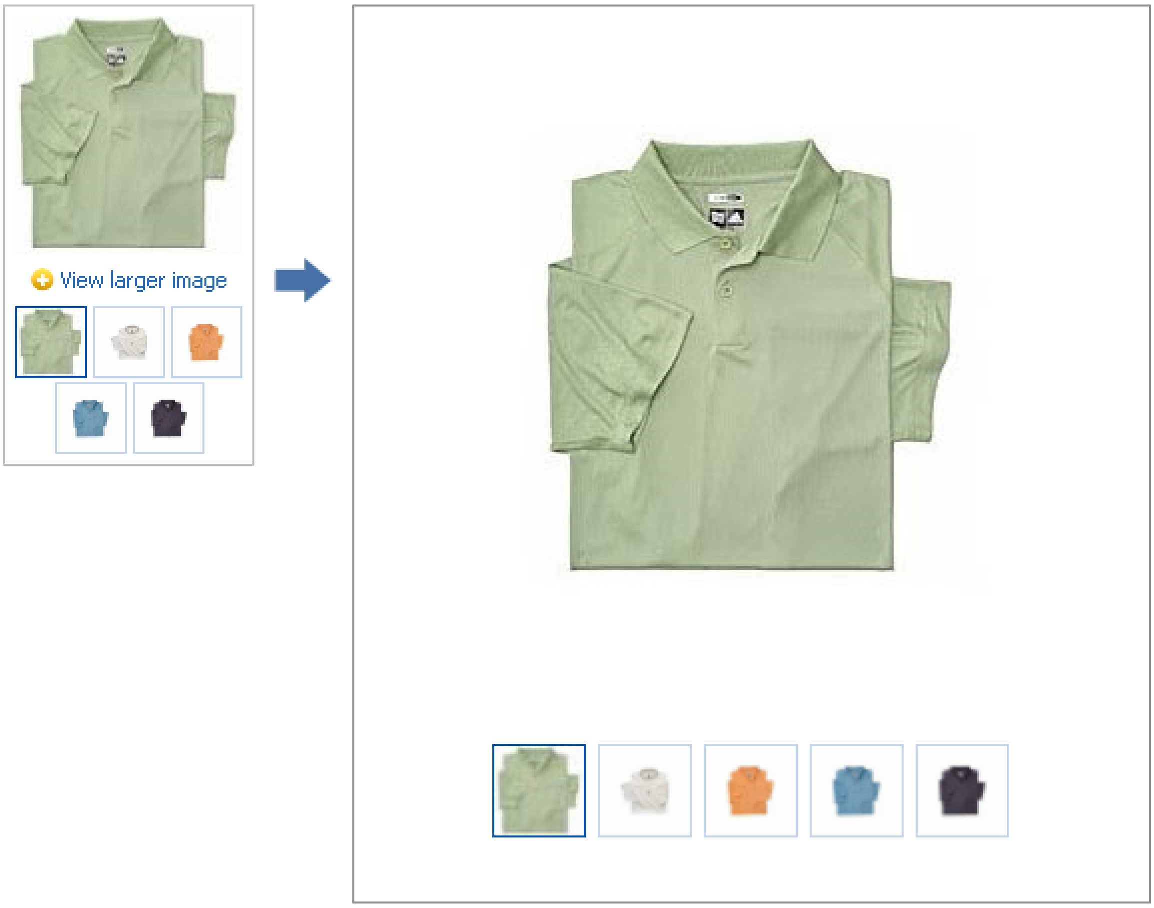
- Product details layout - Choose a template for the page layout.
- Feature comparison – If selected, the product can be chosen for comparison. Availability of the feature comparison chart on the storefront is controlled by a separate block with the Feature Comparison content type (see section Design -> Blocks for details).
- Downloadable – If selected, the product is labeled as downloadable, i.e. distributed by download.
- Enable shipping for downloadable product – If selected, the downloadable product is labeled as having a tangible component that requires shipping (e.g., a printed manual).
- Time-unlimited download – If selected, the product's download period never expires. As a rule, download links expire after a certain period of time that is controlled by **Download key TTL** option in **Settings** → **General**.
- Localization – Localizations for which the product must be available. This attribute is available only when at least one localization is defined in the section Shipping/Taxes → Localizations.
- Short description – Short product description appearing on a product list page of the storefront.
  The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.

If you leave this field blank, the short description will be automatically taken from the full product description (first 300 characters).

- Popularity – Integer conveying the product popularity, which is calculated automatically. This rating depends on the number of product views as well as the number of times the product was added to the cart and purchased. If necessary, you can manually adjust this value. Product popularity influences the way the products are arranged on the storefront.
- Search words – List of words by which the product should be easily found in the built-in search facility.

Images tab (additional product images):

This tab contains additional images for the product. Each additional image is represented as a pair of images: a thumbnail and a large pop-up image. Additional thumbnails appear on the product details page of the storefront beneath the main image thumbnail. And when a customer chooses to enlarge the active thumbnail, it expands into the large pop-up window.



Both images can be either uploaded from a local computer or the server file system, or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.

Images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.

To add two or more image pairs, use these graphic controls: .

Options tab (product options and variants):

This tab allows you to manage the product options and option variants as well as controlling the option combinations and adding forbidden/allowed combinations (also see Options settings).

Note: In this tab, you can also add a global option to the product. For instructions on how to use global options, please refer to the Global options section further in this guide.

Product options appear on the product details page on the storefront as selectable or input parameters to the product. Options can have the following attributes:

- Name – Name of the product option as it appears on the storefront.
- Position – Position of the product option relatively to the position of the other options in the list.
- Inventory – If selected, the option has a separate number of items in stock, which is tracked separately.
- Type – Type of the product option: *Select box*, *Radio group*, *Check box*, *Text*, *Text area* or *File*. For a specification of some of the option types, please refer to the CS-Cart knowledge base at http://kb2.cs-cart.com/settings-text-option .
- Description – Description of the product option as it appears on the storefront under the question sign (?) next to the option name.
- Comment – Comment to be displayed below the option on the storefront.
- Required - If selected, this option is mandatory for selection/completion.
- Missing variants handling - Select how impermissible/missing option combinations should be handled: *Display message* - the option will be marked as not available, if the option is mandatory (see the previous setting) customers will not be able to add the product to the cart; *Hide option completely* - the option will be hidden, if the option is mandatory (see the previous setting) customers will be able to add the product to the cart.

An *option variant* is an extension to the product option of type select box, radio group or check box, which may have a separate status, icon and amount of reward points as well as a weight modifier and a price modifier. Option variants have the following attributes:

- Position – Position of the variant relatively to the position of the other variants in the list.
- Name – Name of the product variant. For example, if the option is titled “Size”, the product variants to the option can be “small”, “medium”, “large”, etc.
- Modifier/Type – Positive or negative value that modifies the original product price. The modifier can be either an absolute value or a percentage.
- Weight modifier/Type – Positive or negative value that modifies the original product weight. The modifier can be either an absolute value or a percentage.
- Status – Status of the product option (*Active* or *Disabled*).
- Icon – Thumbnail to represent the option variant. The image can be either uploaded from a local computer or the server file system or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.
- Earned point modifier/Type – Positive or negative value that modifies the original number of reward points that customers receive at their accounts when they buy the product. The modifier can be either an absolute value or a percentage.

Forbidden/allowed combinations limit the range of option combinations available in the store. Such combinations are added through the links **Forbidden combinations** and **Allowed combinations** below the list of product options. Presence of one or other of the two links depends on the value that you have selected in the **Exceptions type** select box

(**General** → **Options settings**).

By adding a forbidden combination, you prevent customers from buying this particular combination. By adding an allowed combination, you make this combination available for sale, but automatically disable the remaining combinations.

For each option added to a combination, you can choose not to select a specific option or value, but select one of the following alternatives: *Any variant* (option does not affect the exception) or *No variant can be selected* (option becomes disabled if the other conditions of the exception have been met).

You can choose either to hide unavailable options or display a warning message when a user tries to add such options to the cart (**Exception style** select box in Settings → General/Catalog).

Option combinations are used to set up an independent inventory for a particular combination of products as well as assign a separate thumbnail and large image to the combination.

In order to access the special subsection for managing the combinations, please use the **Option combinations** link below the list of options. The inventory is normally updated automatically. Yet, if you suppose that combination's inventory displays wrong values, please click on the **Rebuild combinations** link to update the inventory.

Shipping Properties tab:

This tab contains a number of product properties that are important for shipping this product to customers.

- Weight – Weight of a single product item in the store's default weight unit.
- Free shipping – If selected, the product is delivered to the customer free of charge, i.e. no shipping cost for the product is calculated.
- Shipping freight – Handling fee (insurance, packaging, etc.) added to the product cost.
- Items in a box – Minimum and maximum number of product items to be shipped in a separate box.
- Box length – Length of a separate box.
- Box width – Width of a separate box.
- Box height – Height of a separate box.

The last four options are required for a more accurate shipping cost estimation when a real-time shipping method with the support for multi-box shipping is used (UPS, FedEx and DHL). If you do not specify box dimensions, values will be taken from the global configuration settings of a particular shipping carrier. Also see topic Shipping & Taxes.

Quantity Discounts tab (product wholesale prices):

This tab contains a list of the product wholesale prices that have the following attributes:

- Quantity – Minimum number of product items to qualify for the product wholesale price.
- Price – Product wholesale price (per item).
- User group – User group whose members can take advantage of the wholesale price.

Files tab (files for the downloadable product):

This tab contains a list of files that are associated with this downloadable product. Each file may have the following attributes:

- Name – Name of the file as you customers will see it on the product page. Note that it does not change the original file name.

- Position – Position of the file relatively to the position of the other files in the list.
- File – File to be downloaded. The file can be uploaded from a local computer or the server file system, or be linked to a remote location where the file is physically located.
- Preview – Preview file that can be freely downloaded from the product details page on the storefront.
- Activation mode – Mode of download link activation: *Immediately* = immediately after the order has been placed; *After full payment* = once the order status has changed to *Processed* or Complete; *Manually* = manually by the store administrator.
- Max downloads – Maximum number of allowed product downloads per customer.
- License agreement – Text of the file's license agreement.
- Agreement required – Option to persuade customers accept the license agreement at checkout.
- Readme – Text of the files's "read me" file (e.g., installation instructions, etc.).

Blocks tab (contents of the product details page):
In this tab, you can arrange the blocks that appear on the product details page on the storefront as well as add custom content blocks. For more information on how to manage blocks, please refer to the Design -> Blocks section further in this guide.

Add-ons tab (product attributes that depend on the active add-on modules):

- Configurable – If selected, the product is labeled as configurable, i.e. consisting of multiple components. Once you select this option and save the product, a new tab **Configuration** will be added to the product details. Use the controls under this new tab to define the product's configuration.
- Supplier – Name of the product supplier (for product belonging to a third-party provider who supplies products to your store).
- Returnable – If selected, the product is labeled as available for the return.
- Return period – Period of time following the day of purchase during which the product can be returned.
- Sales amount – Number of sold product items. This value is calculated automatically if the Bestsellers add-on is available (**Administration** → **Add-Ons**). Yet, you can change the current value manually.
- Age verification – If selected, the access to the product is limited by the customer age.
- Age limit – Minimum age for accessing the product.
- Warning message – Message to be displayed if the customer does not qualify for accessing the product.
- Reviews – Customer reviews or ratings, or both.
- Buy Now URL - URL under the **Buy Now** button that leads to the external website of the product vendor. This option appears when the catalog mode is enabled in **Administration** → **Add-Ons**.

Features tab (extra fields):
This tab allows you to define the values of the extra fields that are valid for the product. The set of extra fields is controlled in **Catalog** → **Product features**.

Buy together tab (bound products):

Caution! This functionality is not available when the product is assigned to a recurring plan.

In this tab, you can bind the product with other products from the catalog and offer a discount if the bound products are bought together. A set of the bound products is referred to as a product combination. The discount is promoted on the product details page on the storefront, and customers can decide whether they want to profit by the offer or not.

Along with the set of bound products and the offered discount, each combination has the following attributes:

- Name – Name of the product combination.
- Description – Description of the product combination as it appears on the storefront.
- Available from – Date when the product combination becomes available for customers.
- Available till – Date until the product combination is available.
- Display in promotions – If selected, the offered product combination appears in **Products** → **Promotions**.
- Status – Status of the product combination (*Active* or *Disabled*).

Tags tab:

This tab includes a list of tags associated with the product. Tags appear on the storefront in a special side box titled **Tag cloud**. For more information about the product tags, please refer to the section Website > Tags further in this guide.

- Popular tags – Tags that have been added to the product by all users.
- My tags – Tags that have been added to the product by you.

Configuration tab:

This tab appears if the **Configurable** check box is selected in the **Add-ons** tab. The configuration may include several product groups, i.e. components of the configurable products that customer can select on the storefront.

- Position – Position of the group relatively to the position of the other groups in the list.
- Step – Step at which the component appears.
- Group name – Name of the product group that the component belongs to.
- Default configuration products – Products selected in the configuration by default.
- Required – If selected, the customer must choose a product belonging to the group.

For more information on how to manage configurable products, please refer to the section Catalog -> Configurator further in this guide.

Attachments tab:

This tab contains product attachments, which are files associated with the products. Unlike the contents of the **Files** tab, the files that appear here are available for non-downloadable products as well. Each attachment can have the following attributes:

- Name – Name of the product attachment.
- Position – Position of the attachment relatively to the position of the other product attachments.
- File – File that is used as the product attachment. The file can be uploaded from a local computer or the server file system, or it can be a link to a remote location where the file is physically located.
- User groups – User group whose members the attachment is available for.

Required products tab:

This tab contains a list of required products, which must be bought together with this product.

Reward points tab:

Use this tab to set up the product price in reward points and specify the number of reward points to be earned for purchasing the product.

- Allow payment by points – If selected, the product can be paid for with reward points.
- Override global PER – If selected, the product has a fixed price in points that is independent of the point-to-money exchange rate.
- Price in points – Fixed product price in points.
- Override global/category point value for this product – If selected, the below values override the global reward points specified in **Products** → **Reward points**.
- User group – User group whose members are granted reward points for buying the product.
- Amount – Number of reward points to be granted to the user group member who bought the product.
- Amount type – Absolute number of points or percentage-based value calculated in the following manner: the product cost is divided into 100, and the result is multiplied by the value in the field.

Reviews tab:

List of customers' reviews of the product. Requires that the **Reviews** field in the **Add-ons** tab be set to Communication, Rating, or both. In this tab, you can add own reviews and edit existing product reviews and ratings.

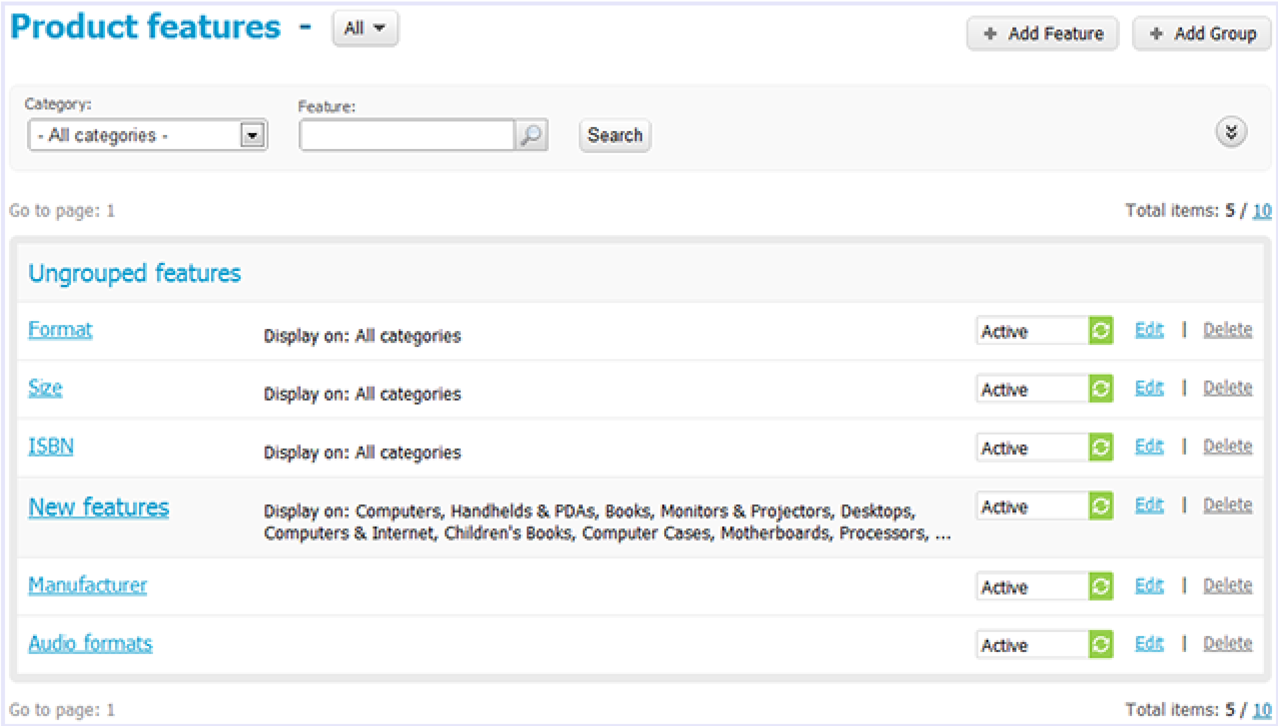
Also Read in CS-Cart Knowledge Base

- Wholesale Prices
- Downloadable Products
- Displaying Same Product under Several Categories
- Attaching Files to Products
- Feature Comparison
- Applying Same Value to All Products
- Product Options
- Exceptions/Forbidden Combinations
- Adding Images to Product Option Combinations

4.3. Product features

Use this section to add and manage extra product fields. Later, these features may be used to supplement standard product information. For example, it can be a field for ISBN, if you sell printed books, a field for audio formats, if you sell music, etc.

The section contains a list of all product features that are available in your store. Optionally, you can arrange features into groups and then edit the settings of the whole group instead of editing every single feature.



Product feature and feature group attributes

General tab:

- Name - Name of the feature as it appears on the storefront and in the Administration panel.
- Position - Position of the feature relatively to the position of the other features in the list.
- Description - Product feature description that appears on the storefront if the customer clicks the question sign (?) next to the feature name in the **Feature** tab.
- Type - Type of the field for the feature: *Check box (Single, Multiple)*, *Select box (Text, Number, Extended)* or *Others (Text, Number, Date)*. Selecting the Extended type enables you to extend feature values with several extra attributes like a separate image, description, page title, META description and keywords.
- Group - Group that the product feature belongs to. If you assign the feature to a group, the next two attributes (*Product* and *Catalog pages*) will apply to the whole group, not just the feature.
- Product - If selected, the feature appears on the storefront on a product details page .
- Catalog pages - If selected, the feature appears on the storefront on a product list page among the other product details.
- Prefix - Characters to come before the feature value.
- Suffix - Characters to come after the feature value.

Variants tab:

- Pos. - Position of the feature value relatively to the position of the other values in the list.
- Variant - Feature value.
- Extra - Includes a number of additional fields for the feature with the type Extended.

Categories tab:

List of categories which products may utilize this feature. If no category is specified, the feature will apply to all categories.

Also Read in CS-Cart Knowledge Base

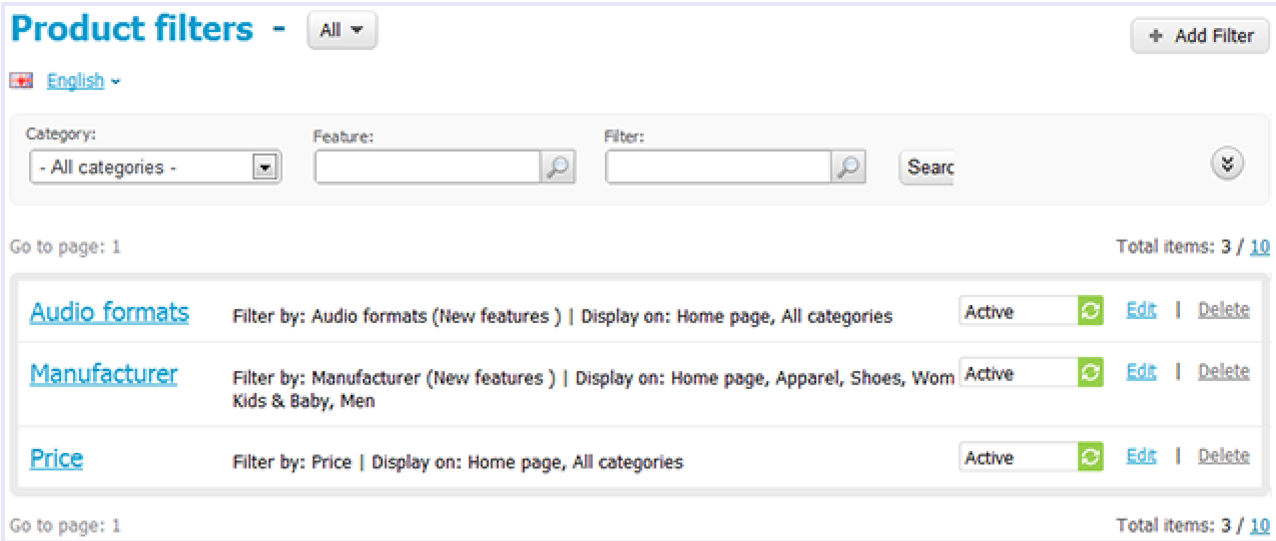
- Product Features

4.4. Product filters

Product filters are displayed on the storefront and enable your customers to quickly find the products that meet specific parameters like the price range, manufacturer, etc. The parameters can be either the standard product fields or the extra fields defined in **Catalog** → **Product features**.

You can make filters available in the entire store as well as in specific categories only.

Important! If product filters do not appear on the storefront, please allocate a special block in **Design** → **Blocks**.



Filter attributes

Below are listed the attributes that can be assigned to a product filter.

General tab:

- Name – Name of the filter.
- Position – Position of the filter relatively to the position of the other filters in the list.
- Show on home page - If selected, the filter appears on the store's home page.
- Filter by – Parameter to filter the products by. This can be a default product field (price, in stock, free shipping, or the product supplier), or an extra field (product feature) of one of the following types: select box and multiple check box.

Ranges tab:

- Position – Position of the parameter relatively to the position of the other parameters in the list.
- Name – Name of the range as it appears on the storefront. If your customers are allowed to change the currency

on the storefront, use the variable *%N:price%* - where N is a number - to substitute for the currency sign. In this case, customers will see the filter as $50 - $150, €50 - €150, etc. depending on the selected currency.

- From-To – Range of values to fall under the filter. For example, it can be 50 to 150, if products are filtered by price.

Categories tab:

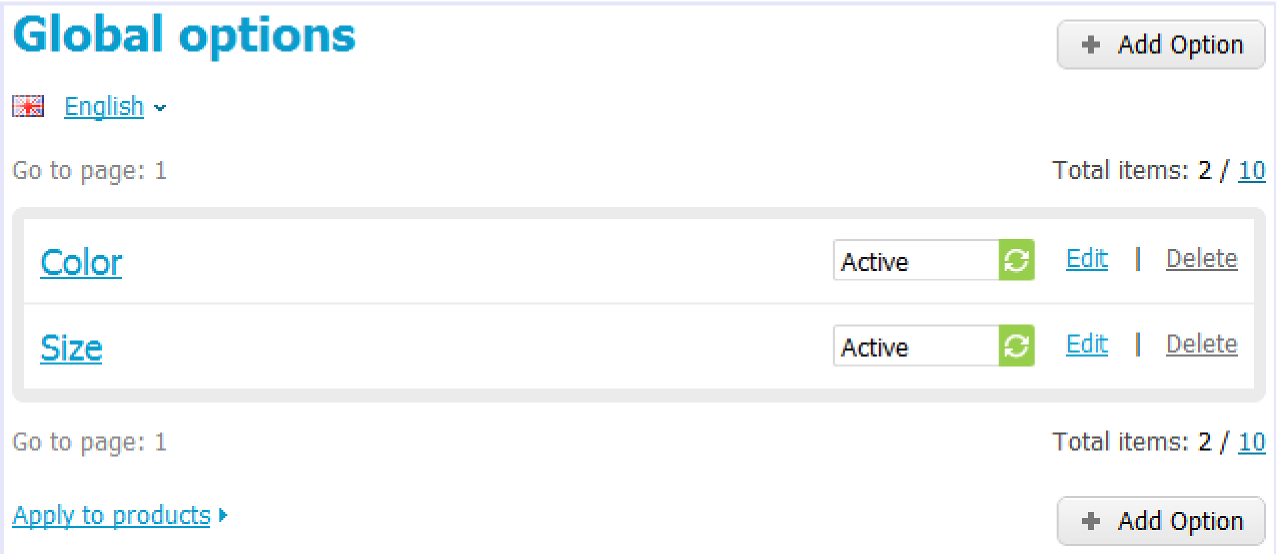
A list of categories on which pages the filter is displayed. If no category is specified, the filter will appear in all store categories.

Also Read in CS-Cart Knowledge Base

- Filter products by free shipping
- Displaying Product filters as a drop-down selectbox menu

4.5. Global options

Use this section to manage global product options and option variants in your store. Global options work in the same manner as the product specific options, but they can apply to multiple products.



Option attributes

Product options appear on the product details page on the storefront as selectable or input parameters to the product. Options can have the following attributes:

- Name - Name of the product option as it appears on the storefront.
- Position – Position of the product option relatively to the position of the other options in the list.
- Inventory – If selected, the option has its own number of items in stock, which is tracked separately.
- Type – Type of the product option: *Select box, Radio group, Check box, Text, Text area* or *File*. For a specification of some of the option types, please refer to the CS-Cart knowledge base at http://kb2.cs-cart.com/settings-text-option .

- Description - Description of the product option as it appears on the storefront under the question sign (?) next to the option name.
- Comment – Comment to be displayed below the option on the storefront.
- Required - If selected, this option is mandatory for selection/completion.
- Missing variants handling - Select how impermissible/missing option combinations should be handled: Display message - the option will be marked as not available, if the option is mandatory (see the previous setting) customers will not be able to add the product to the cart; Hide option completely - the option will be hidden, if the option is mandatory (see the previous setting) customers will be able to add the product to the cart.

Variants attributes

An *option variant* is an extension to the product option of types Select box, Radio group or Check box, which may have its own status, icon and amount of reward points as well as a weight modifier and a price modifier. Option variants have the following attributes:

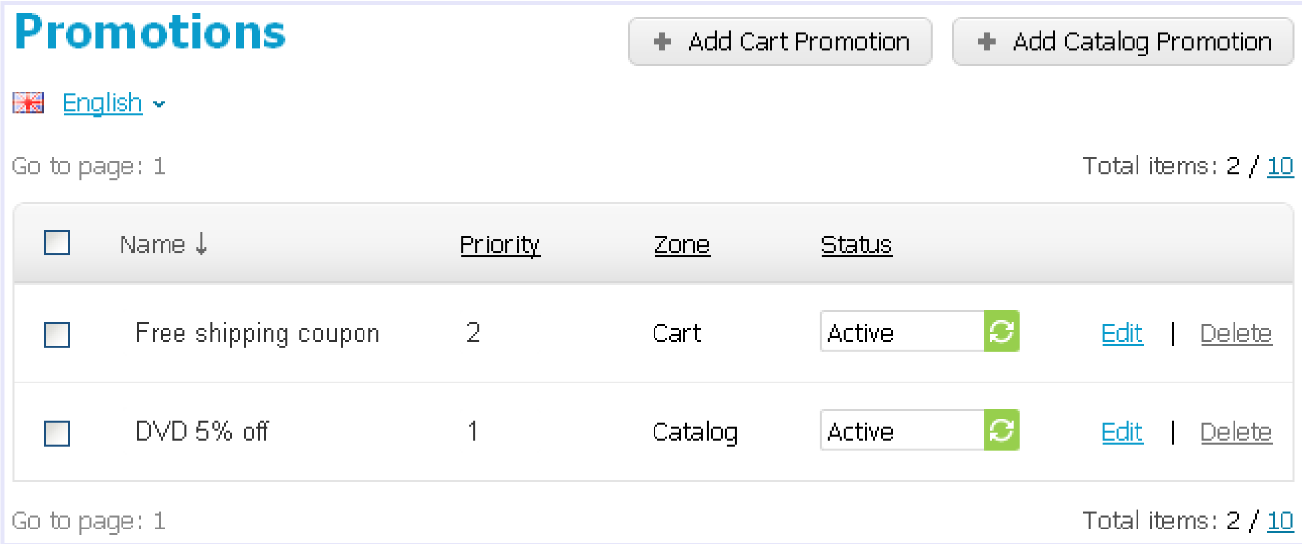
- Position – Position of the variant relatively to the position of the other variants in the list.
- Name – Name of the product variant. For example, if the option is titled “Size”, the product variants to the option can be “small”, “medium”, “large”, etc.
- Modifier/Type - Positive or negative value that modifies the original product price. The modifier can be either an absolute value or a percentage.
- Weight modifier/Type - Positive or negative value that modifies the original product weight. The modifier can be either an absolute value or a percentage.
- Status - Status of the product option (*Active* or *Disabled*).
- Icon – Thumbnail to represent the option variant. The image can be either uploaded from a local computer or the server file system, or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.
- Earned point modifier/Type - Positive or negative value that modifies the original number of reward points that customers receive at their accounts when they buy the product. The modifier can be either an absolute value or a percentage.

Also Read in CS-Cart Knowledge Base

- Global Product Options

4.6. Promotions

This section introduces another tool to promote goods and offer bonuses basing on customers memberships. Here you can specify the conditions that must be met to qualify for a bonus and the available bonuses. The page contains a list of all promotions in your store.



CS-Cart supports two types of promotions that differ in the type of the bonus:

- Cart promotions - Discounts on products and orders as well as discount coupons, free shipping, free products, membership level, etc.
- Catalog promotions - Discounts on products.

Attributes of promotions

General tab:

- Name – Name of the promotion.
- Detailed description – Description of the promotion. The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.
- Short description – Description of the promotion as it appears on the storefront on the order info page (**My account** -> **Orders** -> **Order info**). The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.
- Use available period - If selected, the promotion is available for the period of time specified below.
- Available from – Date when the promotion becomes available for customers.
- Available till – Date until the promotion is available.
- Priority – Order in which the promotion applies relatively to the order of the other promotions. If two promotions have the same priority, they are applied in the same order as they are retrieved from the database.
- Stop other rules – If selected, other promotions do not apply.
- Status – Status of the promotion (*Active*, *Hidden* or *Disabled*).

Conditions tab:

Use this tab to state conditions that must be met in order that the customer could receive a bonus. Conditions that you set up here use different attributes and values connected with basic logical constants and comparison operations. To allow for more flexible rules, conditions can be arranged into groups.

Bonuses tab:

Use this tab to configure the bonuses that the customer receives if the conditions of the promotion are met. When creating a bonus, you are expected to choose the bonus type and then specify its value.

The following bonuses are available:

- Order discount – Give a discount on the whole order.

> **Note**: Discounts that apply to order total do not affect taxes.

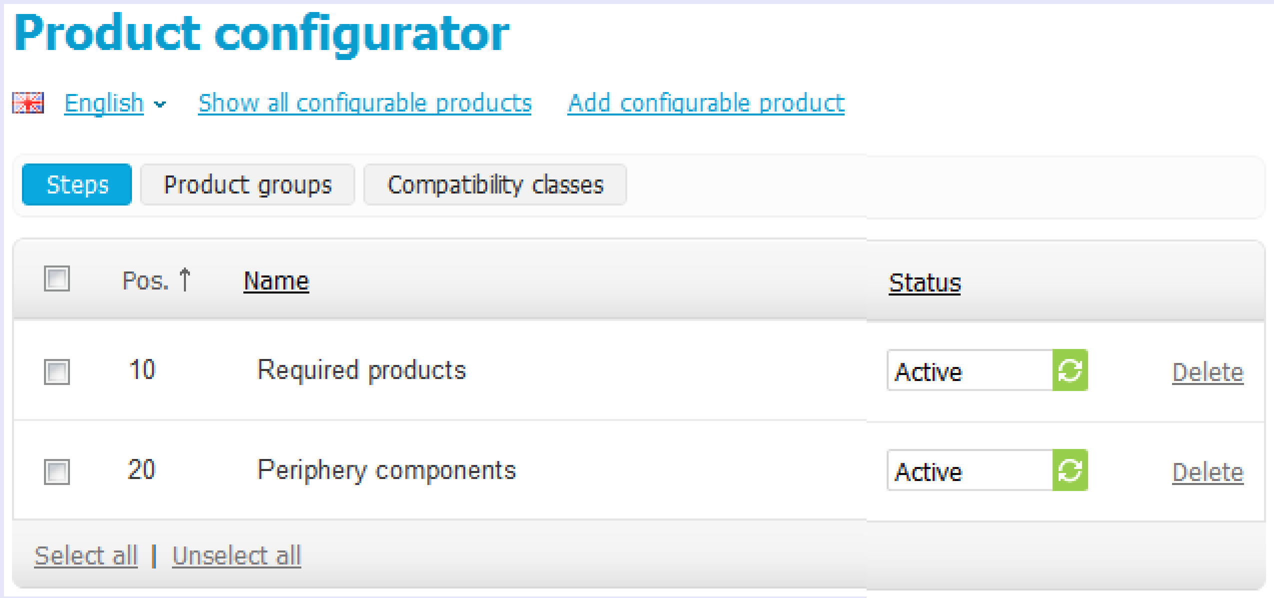
- Discount on products – Give a discount on the selected products.
- Discount on all products in categories – Give a discount on all products from the selected categories.
- Give user group – Assign the customer to the user group.
- Give coupon – Give a discount coupon.
- Free shipping – Deliver products for free.
- Free products – Give products for free.
- Gift certificate – Give the customer a gift certificate.
- Give points – Add reward points to the customer account.

Also Read in CS-Cart Knowledge Base

- Discount on Order If Order Total Exceeds Certain Value
- Applying Discount to Specific User Groups
- Discount on Products From Specific Categories
- Discount on Order if Total Number of Products Exceeds Certain Value

4.7. Configurator

Use this section to define the set of parameters and attributes for configurable products that you sell in your store. Configurable products are the products with multiple interchangeable and optional components, and customers are allowed to build own product configurations so the product meets their specific requirements. Configurable products are built on the storefront according to the rules and dependencies defined by the store administrator. This ensures that non-expert customers will not order a misconfigured complex product with incompatible components.



Steps

Steps should be regarded as different stages at which different components of a configurable product are selected.

- Position - Position of the step relatively to the position of the other steps in the list. Steps having higher positions (i.e., lesser integer value) must be completed first. Otherwise, the customer won't be able to proceed to the next step.
- Name - Name of the step as it appears on the storefront.
- Status - Status of the step (*Active* or *Disabled*).

Product groups

Product groups are literally the components that can be included in a configuration.

General tab:

- Name - Name of the group.
- Images - Pair of images to illustrate the product group: a thumbnail and a large image.
  Both images can be either uploaded from a local computer or the server file system, or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.
  Images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.
- Full description - Product group description appearing on the product details page on the storefront.
  The description can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.
- Step - Step of the configuration where the product group appears.
- Display type - Type of the product selector in the group (Select box = drop-down list; Check box = multiple choice selector; Radio group = single choice selector).

- Status - Status of the product group (*Active* or *Disabled*).

Products tab:

This tab contains a list of products from the catalog that can be chosen within the group. Use the **+ Add Product** button to add new products to the list.

Compatibility classes

Compatibility classes are used to define the dependencies between the product and product groups. For each class you can specify the product group that the class belongs to, compatible product classes and the set of products that belong to the class.

General tab:

This list contains general attributes of a class.

- Name - Name of the class.
- Group - Product group to which the class is assigned.
- Compatible classes - Other classes whose products are compatible with the products of this class (e.g., the products of the class "Intel Processors" are compatible with the products of the class "Intel Motherboard").
- Status - Status of the class (*Active* or *Disabled*).

Products tab:

This tab contains a list of products from the catalog that belong to this class. Use the **+ Add Product** button to add new products to the list.

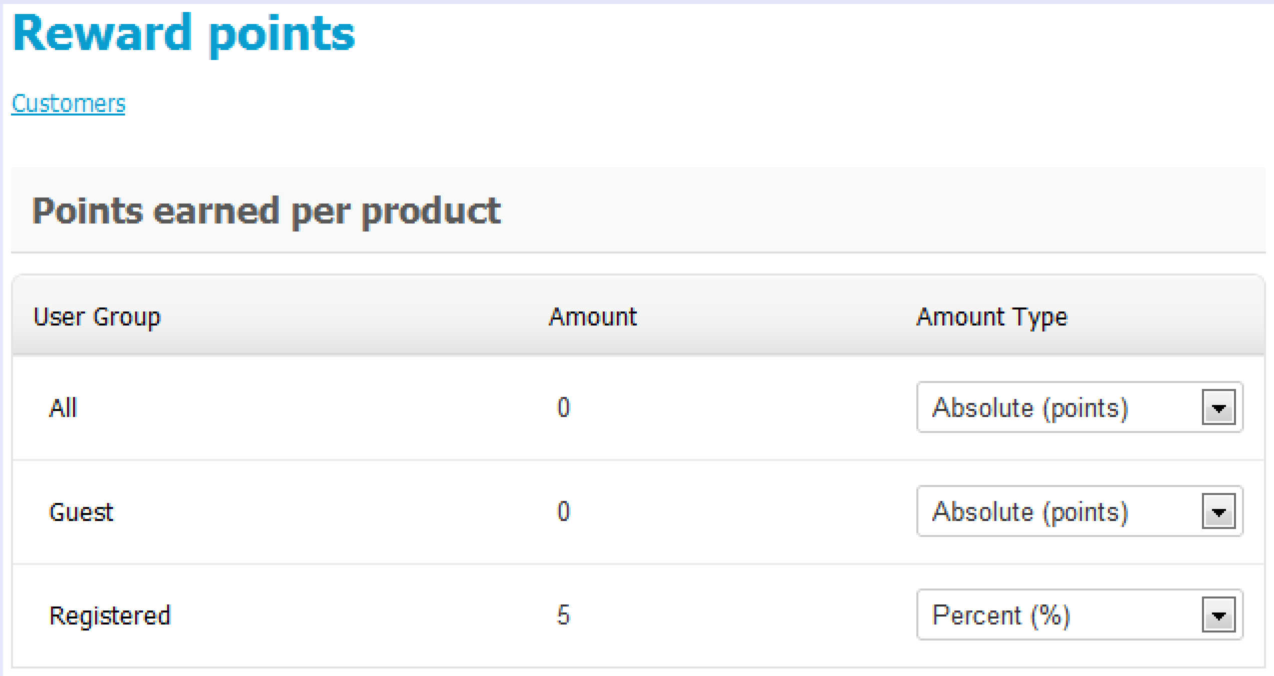
Adding a configurable product

In order to add a configurable product:

1. Click the **Add configurable product** link. You will be forwarded to the standard form for creating a product.
2. Complete the form. For the meaning of the fields in the form, consult the list of product attributes in the Catalog > Products section earlier in this guide.
3. In the **Add-ons** tab of the form, select the **Configurable** check box and click the **Save** button to apply the changes.
4. Once the page is reloaded, go to the **Configuration** tab and select the components (product groups) to be included in the configuration.
5. Click the **Save** button for the changes to take effect.

4.8. Reward points

Use this section to assign global reward points in your store. Reward points are the bonus that customers receive at their accounts for buying products in your store. The points can then be used to pay for other products or to reduce the original cost of a product.



Global reward points that you define here can be overridden by the reward points that are specific to particular products and categories (if any).

- User group – User group whose members are credited with the reward points.
- Amount – Number of points to be credited to the user account.
- Amount type – Type of the credit: *Absolute* - customers receive a fixed amount of points, or *Percent* - customers receive a percentage of original product cost.

5. Customers

In this section of the Administration panel, you can manage user accounts that are registered at your store and configure related settings.

A user account is literally a record in the store database that identifies a *registered* user and associates the user with the related data, which includes order statistics, personal info, subscriptions, etc. Furthermore, user accounts are used to control the activity and privileges of the store users.

CS-Cart has the following types of user accounts:

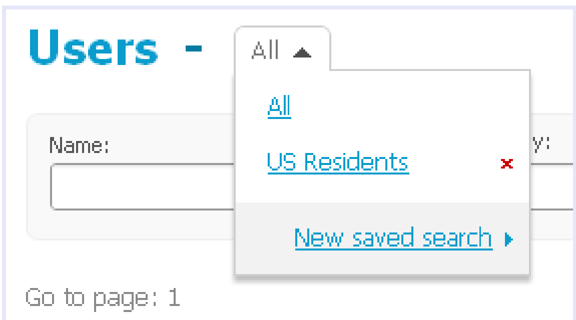
- Administrator - Type of the user who can access both the storefront and the Administration panel and manage and/or view the store contents and configuration.
- Customer - Type of the user who can access the storefront and buy products in your store. Although the storefront is normally available to non-registered users as well, registered users are supposed to enjoy greater privileges. Besides, even registered users with a customer account may have different opportunities depending on the user group that they belong to.
- Affiliate - Type of the user who participates in your affiliate program and receives a commission for bringing new buyers and promoting sales.
- Supplier - Type of the user that is only mentioned in the database, but cannot access the storefront or the Administration panel. Supplier accounts are used to flag products that belong to third-party providers.

5.1. Users

The Users subsection contains a sorted list of all registered users regardless of their account type. Records in the list can be arranged according to the users details (name, login or email address), registration date, account type and status.

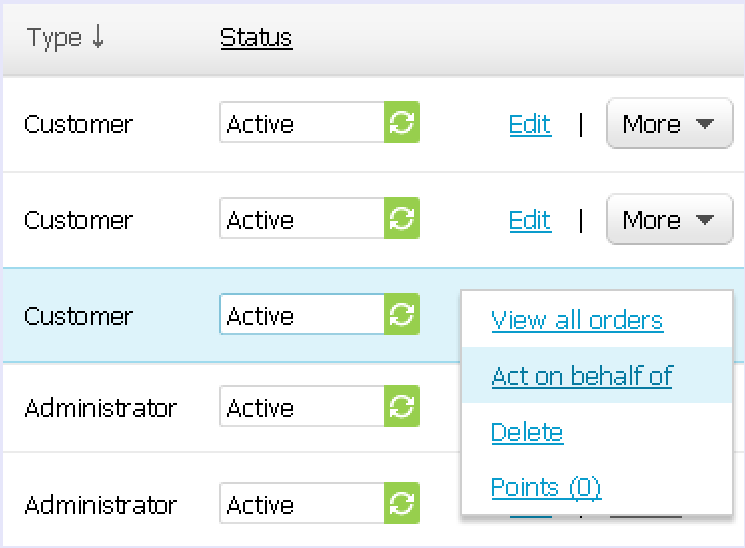
To display the records that satisfy a certain criterion or a combination of multiple criteria only, use the form above the list.

To access more filtering criteria, expand the form by clicking . If you filter accounts against a particular search pattern regularly (e.g., to list users from a certain country), you will find it convenient to save the pattern and add it to the list of predefined patterns appearing in the top left corner.



Quick actions

The rightmost column of the list contains controls to action on the respective record. If multiple quick actions are applicable to the account, the actions are grouped under the **more** pad. The set of applicable actions depends on the type of the account.



- View all orders - Takes you to the list of all orders placed by the user (customer or affiliate).
- Act on behalf of - Takes you to the storefront as if you are logged in as the current user (customer or affiliate).
- Points - Takes you to the customer's reward points log.
- Delete - Permanently deletes the user account.

  Warning: This operation is irrevocable. It is recommended that you never delete user accounts, but disable them instead.

- View supplier products - Takes you to the list of products by this supplier.

Enabling and disabling user accounts

Availability of a user account is controlled through the account's status. In order to enable or disable the account, you need to change its status to *Active* or *Disabled*, respectively. To change the status, click on the current status to expand a list of all applicable statuses and then simply click on the new status.

Adding a user

To add a user account:

1. In **Customers** → **Users**, click the button corresponding to the type of a user.

   This will open a form with the user account details.

2. Complete the form.

   The exact set of fields may vary depending on the account type and the profile configuration, which is managed in the Profile fields section.

   Please pay attention that a user can have a shipping address that is different from this user's billing address.

3. Click the **Create** button.

   Now the new account will appear among the other user accounts.

4. After the new account is created, click on the **Edit** link to configure additional parameters.
   - The **Add-ons** tab enables you to specify the customer's age.
   - The **User groups** tab enables you to assign the account to one of the available user groups.

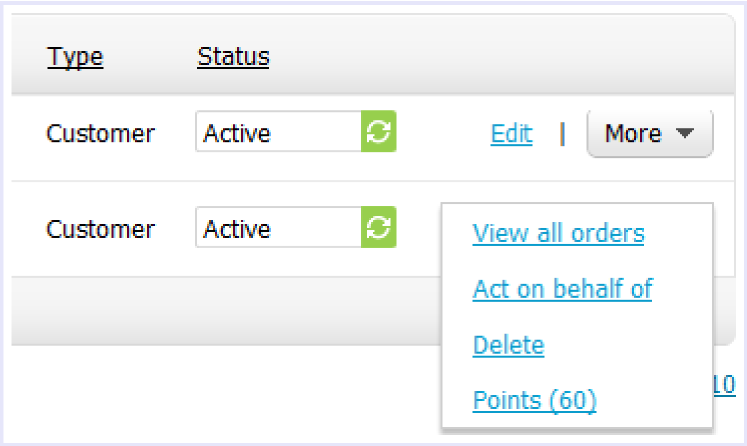
     A user's membership in a user group is managed by the statuses, which are *Active* (user belongs to the group), *Pending* (user has applied for the groups and is waiting for approval), *Available* (group is available for application) and *Declined* (user's application was declined).
5. Click the **Save** button to apply the changes.

5.2. Administrators

This sections contains a sorted list of store administrators, registered users with an administrator account. The section functions similarly to the section Users.

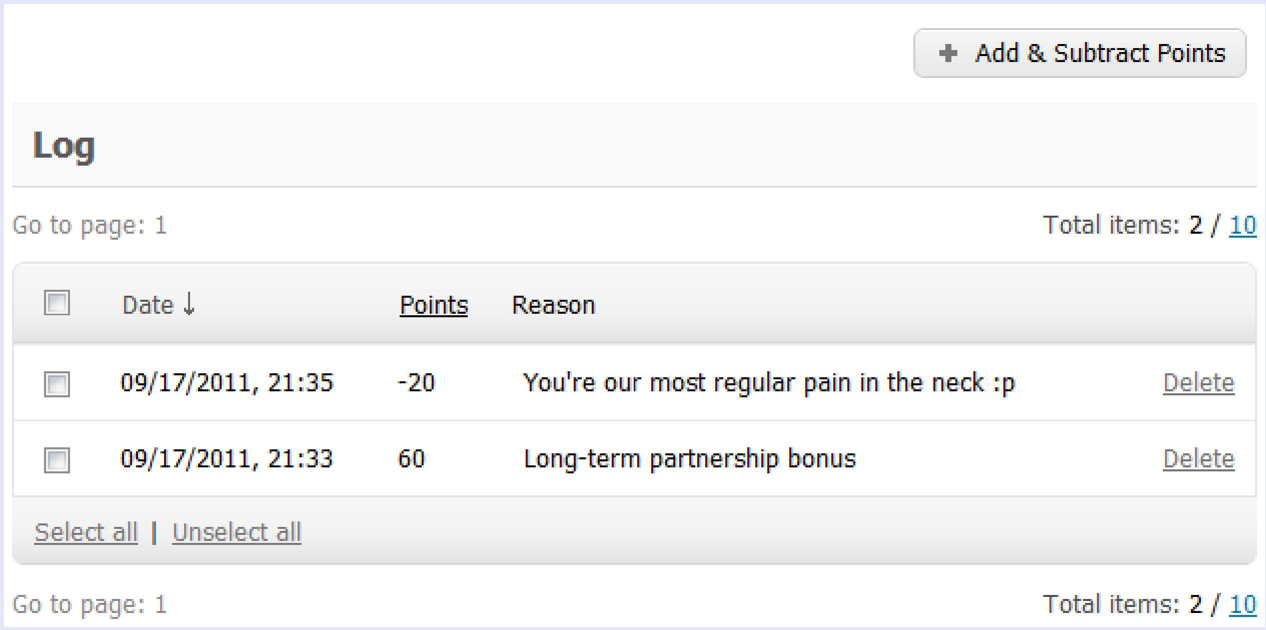
5.3. Customers

This sections contains a sorted list of store customers, registered users with a customer account. The section functions in the same manner as the section Users. A noteworthy feature appearing in this section is the **Points** link that takes you to the customer's reward points log.



Customer's reward points log

This page shows the current reward point balance and the history of the balance changes. It enables the store administrator to manually credit or withdraw reward points (the **Add & Subtract Points** button).



5.4. Suppliers

This sections contains a sorted list of store suppliers, registered user accounts that have the type "Supplier".

To make this section appear in the dashboard, select the **Enable suppliers functionality** checkbox in **Settings** → **Suppliers**.

Adding a supplier account

To add a supplier account:

1. In **Customers** → **Suppliers**, click the **Add Supplier** button.

   This will open a form with the account details.

2. Complete the form.

   The exact set of fields may vary depending on the profile configuration, which is managed in the Profile fields section.

3. Click the **Create** button.

   The new account will appear among the other supplier accounts.

Adding supplier's products

Supplier's products are added to the catalog in the same manner as you add regular products. The only difference is that you need to assign the product to one of the store suppliers. This is done on the product details page.

Adding supplier's shipping methods

Supplier's shipping methods are added in the same manner as you add regular shipping methods. The only difference is that you need to select a supplier in a special select box on the shipping method details page.

5.5. Affiliates

This sections contains a sorted list of store affiliates, registered users with an affiliate account. The section functions in the same manner as the section Users.

5.6. Profile fields

Use this section to configure the set of fields included in the profile forms of different types of user accounts.

Configuring existing fields

It is convenient to regard the section as a table where each row is a field and the columns control the availability of the field and its options (see the picture below). The PROFILE column controls administrator and customer profiles, the CHECKOUT column defines the set of fields to be completed if the customer prefers not to register and checkout anonymously, the SUPPLIER column controls supplier profiles and the AFFILIATE column controls affiliate accounts.

☐	Pos.	Description	Type	Profile Show / Required		Checkout Show / Required		
Contact information								
	10	Title	Titles >>	☐	☐	☐	☐	delete
	20	First name	Input field	☐	☐	☐	☐	delete
	30	Last name	Input field	☐	☐	☐	☐	delete
	35	E-mail	Email	☑	☑	☑	☑	delete
	40	Company	Input field	☐	☐	☐	☐	delete
	50	Phone	Phone	☐	☐	☐	☐	delete
	60	Fax	Input field	☐	☐	☐	☐	delete
	70	URL	Input field	☐	☐	☐	☐	delete

- Pos. - Position of the field relatively to the position of the other fields in the profile.
- Description - Field name as it appears in the profile.
- Type - Type of the field.
- Show/required - These two check boxes are used to define whether the field must be included in the profile (show) and whether it must be mandatory for completion (required). Mandatory fields are marked in the form with an asterisk (*).

Important: If you deactivate shipping address fields for a particular type of users, shipping will not work for users this type of users.

Adding custom fields

You are encouraged to extend the default set of fields so that user profiles could better suit your business requirements.

To add a new field:

1. Click the **Add Field** button. This will open a form with the field options.
2. Complete the form.
   - Description - Field name as it should appear in a profile.

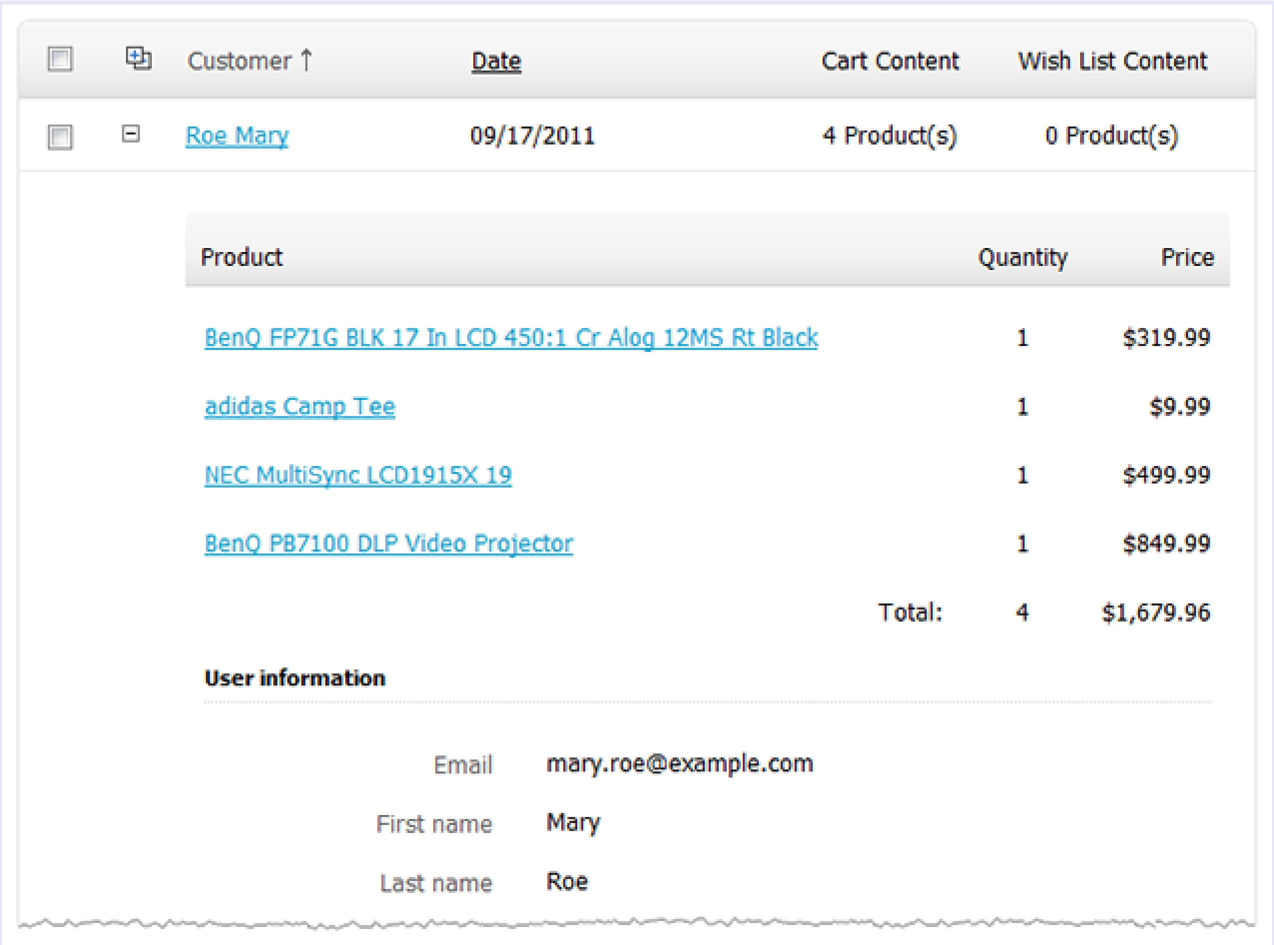
- Position - Position of the field relatively to the position of the other fields in a profile.
- Type - Type of the field.
- Section - Section of the profile to which the field should be added.
- Show/required - Check boxes are used to define whether the field must be included in the particular type of the profile (show) and whether it must be mandatory for completion (required). Mandatory fields are marked in the form with an asterisk (*). *Profile* stands for administrator and customer profiles, *Checkout* stands for the form to be completed by anonymous buyers at checkout, *Affiliate* stands for affiliate profiles.

3. Click the **Create** button.

   The new field will appear among the other fields in the list.

5.7. Abandoned / Live carts

This section keeps personal lists of products that your store visitors added to their carts and wishlist, but that have not been purchased for some reason or another. For registered customers, the products from the list are automatically added to the cart when they visit your store again.



The section is equipped with a handy advanced search option allowing you to filter carts/wishlists against versatile parameters. Use  to expand the advanced search facility.

5.8. User groups

This section contains a list of user groups that exist in your store. Groups are used to control users' access to products and categories as well as shipping and payment methods. In this respect, groups can be regarded as different membership levels. Besides, groups enable you to introduce multiple pricing schemes into the store. Administrator user groups control the set of tasks that the group members are allowed to execute.

For instructions on how to assign a user to a group, please refer to the section Users earlier in this chapter.

Adding a user group

1. Click the **Add User Group** button. This will open a form with the group options.
2. Complete the form.

The **General** tab:

- User group - Name of the group;
- Type - Type of the group;
- Status - Initial status of the group.

The **Recurring plans** tab allows you to link the group to one or more subscription plans.

3. Click the **Create** button.

The new group will appear among the other user groups.

Approving membership requests

Customers can apply for a user group by clicking on the **Join** link on the storefront (Profile details -> User groups tab). And the store administrator is supposed to either approve or decline the request.

To process a request:

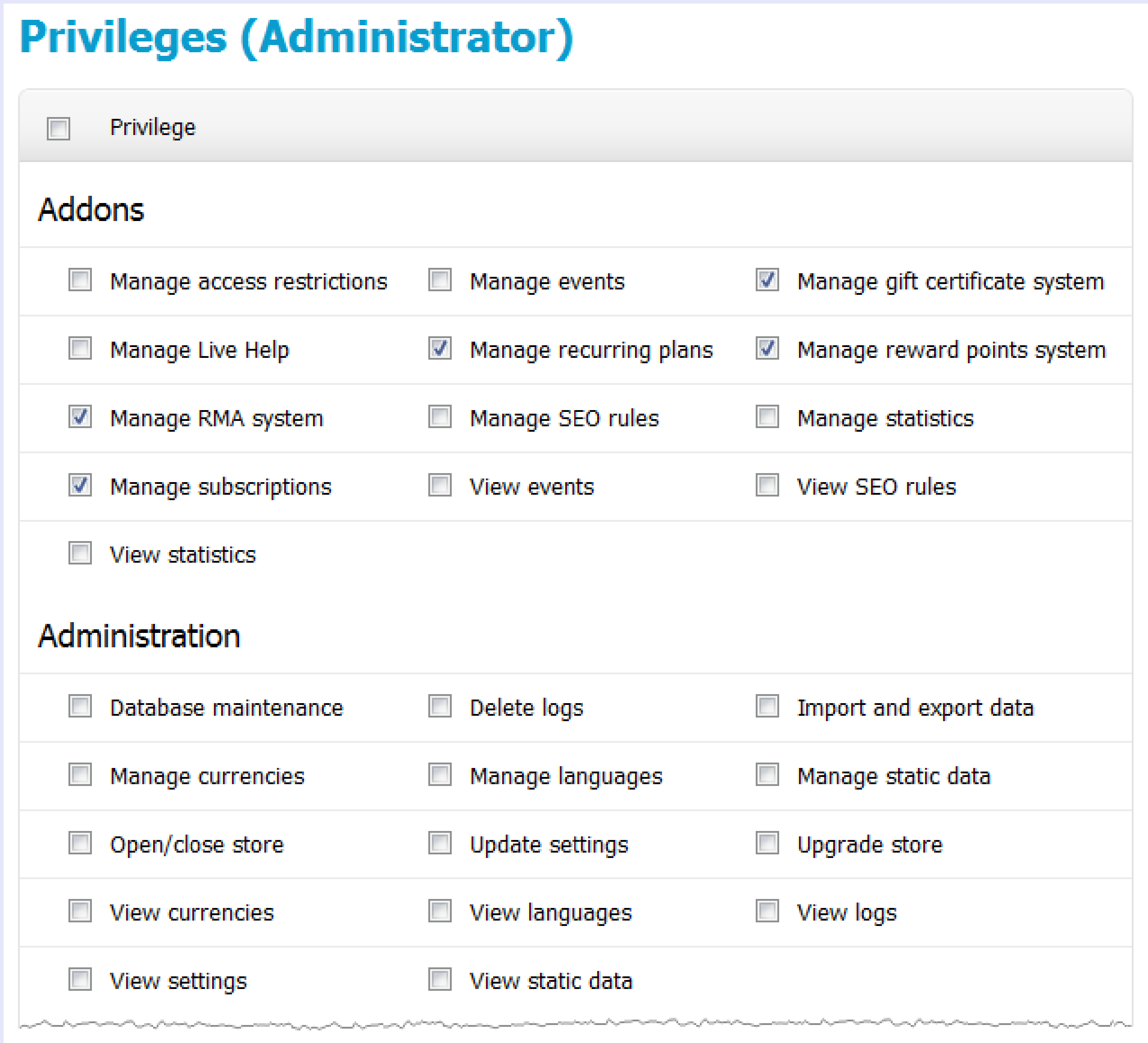
1. Click on the **User group requests** link to open a list of pending requests.
2. Select the check boxes for the requests you want to process and click either the **Approve selected** or **Decline selected** button.

Configuring administrator permissions

For each user group of the administrator type you can define the set of privileges and permissions, i.e. specify the tasks that the group members are allowed to execute.

To configure administrator permissions:

1. Click on the **Privileges** link corresponding to the required administrator group in the list. This will open a list of administrator tasks.



2. Select the task you want to allow.

3. Click the **Save** button to apply the changes.

5.9. Events

The Events section appears when the Gift Registry module is enabled. Here you can create new customer events and edit the existing ones. Each event has a list of products from your catalog that the customer would love to receive as a present for the event. The customer who created the event is expected to "invite" friends, i.e. specify a list of people who should receive email notifications of the event and the products in the customer's wish list.

Important: Ensure that the Blocks section (**Design** → **Blocks**) contains a block with the content type *Events*. Otherwise, the Events side box will not appear on the storefront.

Creating an event

Normally events are created by customers on the storefront. However, the store administrator is empowered to create an event directly in the Administration panel.

To create an event:

1. Click the **Add Event** button. This will open a form with the event details.
2. Complete the form.
   - Title - Name of the event as it appears on the storefront and the list of the events in the Administration panel.
   - Your name - Name of the person who creates the event.
   - Email - Email address of the person who creates the event.
   - Start date - Day when the event becomes active.
   - End date - Day when the event becomes inactive.
   - Type - Type of the event: *Public* - event is available to anyone who visits the store, *Private* - event is available to invited visitors only, *Disabled* - event is not available on the storefront.
   - Invitees - List of invited people.
   - Guestbook - If enabled, the event has a separate guestbook where people post messages regarding the event.
3. Click the **Create** button. The event will be listed among the other events in your store.
4. Once the event is created, the event details are extended with three new tabs:
   - **Products** - For the list of products to be included in the event wish list.
   - **Notifications** - For keeping the list of invitees and sending notifications.
   - **Guestbook** - Posts from the event's guestbook (if enabled).
5. Click the **Save** button to apply the changes.

6. Website

In a nutshell, this section of the Administration panel provides a sort of a built-in content management system (CMS) allowing you to create, edit and publish supplementary content. Although such content is generally irrelative to the main content of the web store (the product catalog) and the ecommerce functionality of the website, it makes the store complete by providing additional information like the description of your company, your privacy policy, terms and conditions of your affiliate program, forms to contact the store administration, surveys and questionnaires, etc. Besides, this section provides facilities to create and publish store news, including newsletters and bulletins, edit the language variables that constitute the interface of the storefront and the Administration panel.

6.1. Content

In this section, you can create and publish new contents of the following type:

- Page - Simple page that can contain formatted HTML description only. Good for various descriptions and policies.
- Form - Page that contains a contact form and optionally a formatted HTML description. Forms are built with a user-friendly form builder that requires no HTML skills and knowledge.

> **Important**: To make it possible to create forms in your store, ensure that the Form Builder module is enabled and configured in the Administration -> Add-ons section.

- Poll - Surveys and questionnaires.

> **Important:** To make it possible to create surveys in your store, ensure that the Polls module is enabled and configured in the Administration -> Add-ons section.

- Link - Reference to an external web resource or any page in your web site.

Page attributes

General tab:

- Parent page – Page that will contain a simple text link to this page. The parent page can belong to any type of content.
  If it is not intended that the page has a parent page, select the Root level option.
- Name - Name of the page as it appears on the storefront.
- Description – Plain text or formatted HTML description appearing on the page.
  If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG editor.
- Status - Status of the page (*Active* = page is available on the storefront; *Disabled* = page is not available on the storefront; *Hidden* = page is not displayed on the storefront, but is available via a direct link).
- Page title - Title of the page, which is displayed in the title bar of the web browser. Required for SEO purposes.

- META description – Contents of the HTML meta tag describing the page. Required for SEO purposes.
- META keywords – Contents of the HTML tag containing a list of search keywords for the page. Required for SEO purposes.
- User groups - User groups whose members can access the page.
- Creation date – Date when the page was created.
- Use available period – If selected, the page is available for a certain period of time only.
- Available from: – Date when the page becomes available for visitors.
- Available till: – Date until the page is available for visitors.

Blocks tab:

Use this tab to define the set of custom blocks appearing on the page together with the page contents. Available blocks are added and configured in **Design** → **Blocks** → **Pages**. And here you only specify which of the blocks should appear on the page and, if applicable, what will be their contents.

To display a block on the page, choose the necessary block and select the **Enable for this page** check box. The contents of the block with manual filling are managed in the **Listed items** part of the page.

Add-ons tab:

- SEO name - SEO-friendly name of the page.
- Comments - Selectbox to enable or disable user comments and ratings for the page.

Important: Make sure the Comments and Reviews and SEO add-ons are enabled and configured in **Administration** → **Add-Ons**.

Tags tab:

This tab includes a list of tags associated with the page. Tags appear on the storefront in a special side box titled **Tag cloud**. For more information about the tags, please refer to the section Content -> Tags further in this guide.

- Popular tags – Tags that have been added to the product by all users.
- My tags – Tags that have been added to the product by you.

Note: Make sure the Tags add-on is enabled and has the **Tags for pages** option selected (Administration -> Add-ons section).

Comments tab:

List of user comments and ratings for the page.

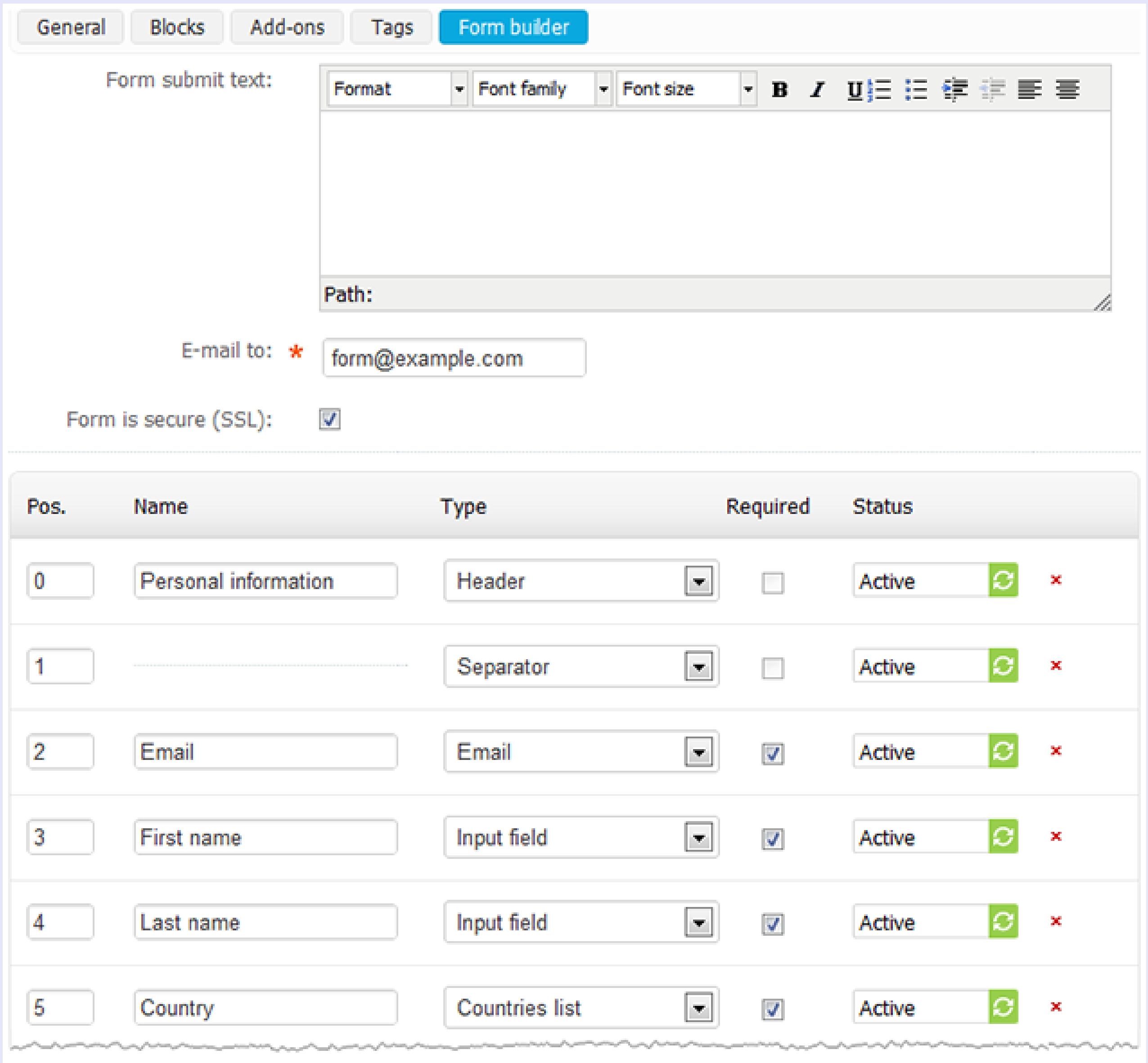
- Name - Name of the user who left the comment/rating
- Rating - User's evaluation of the page.
- Message - Text of the comment.

Form builder tab (if the page type is Form):

- Form submit text - Text that is shown to the user after the form is submitted.
- E-mail to - Email address at which you want to receive the submitted data.
- Form is secure (SSL) - If selected, the form is submitted through the secure protocol.
- Position - Position of the form field relatively to the position of the other fields of the form.
- Name - Name of the field as it appears in the form.
- Type - Type of the field. If the field type involves a selection, you can specify as many choices and alternatives as

you need.

- Required - If selected, the field is mandatory for completion.
- Status - Status of the field (*Active* or *Disabled*).

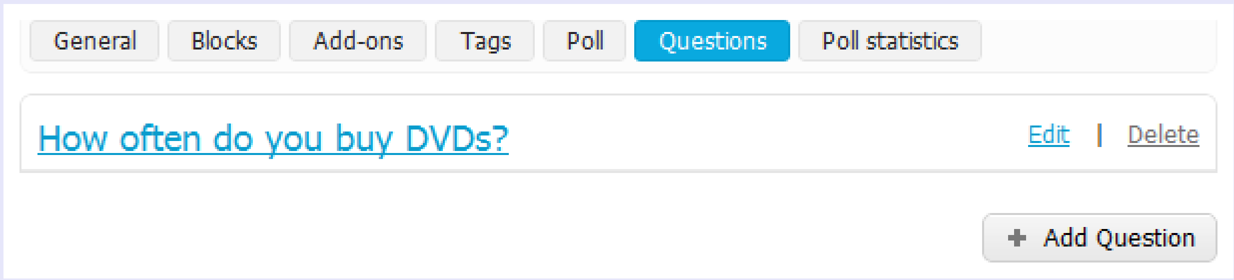


Poll tab (if the page type is Poll):

- Allow respondents to see the poll results - If selected, respondents can see the poll results.
- Poll header - Header of the poll.
- Poll footer - Footer of the poll.
- Poll message - Message to be displayed on the storefront after the poll is completed.

Questions tab (if the page type is Poll):

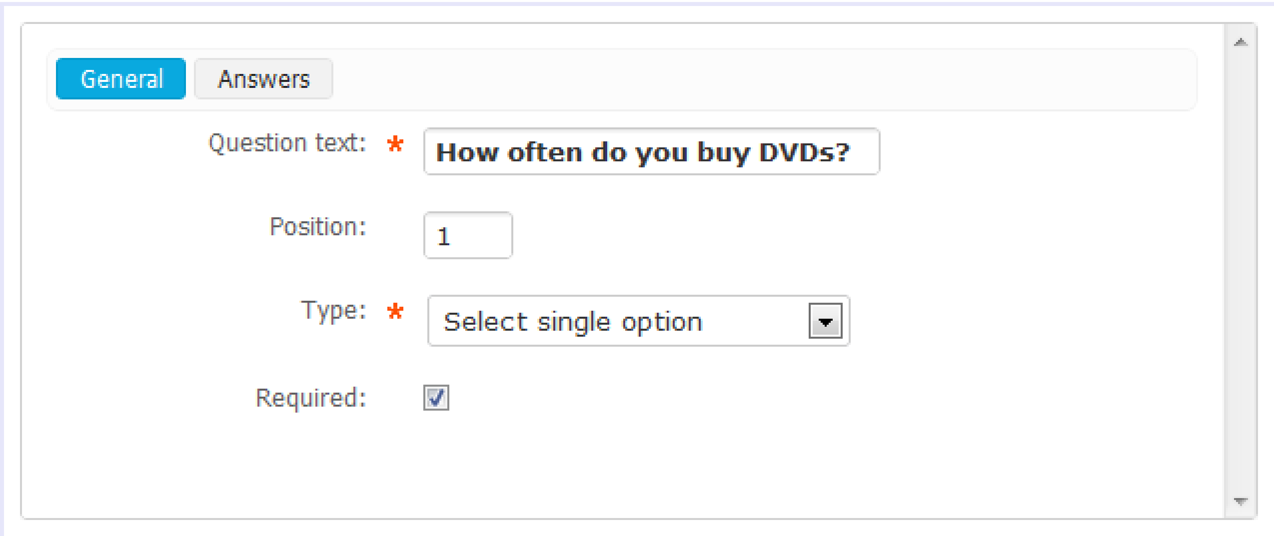
This tab lists the questions included in the poll.



When you add or edit a question, you need to specify the following attributes:

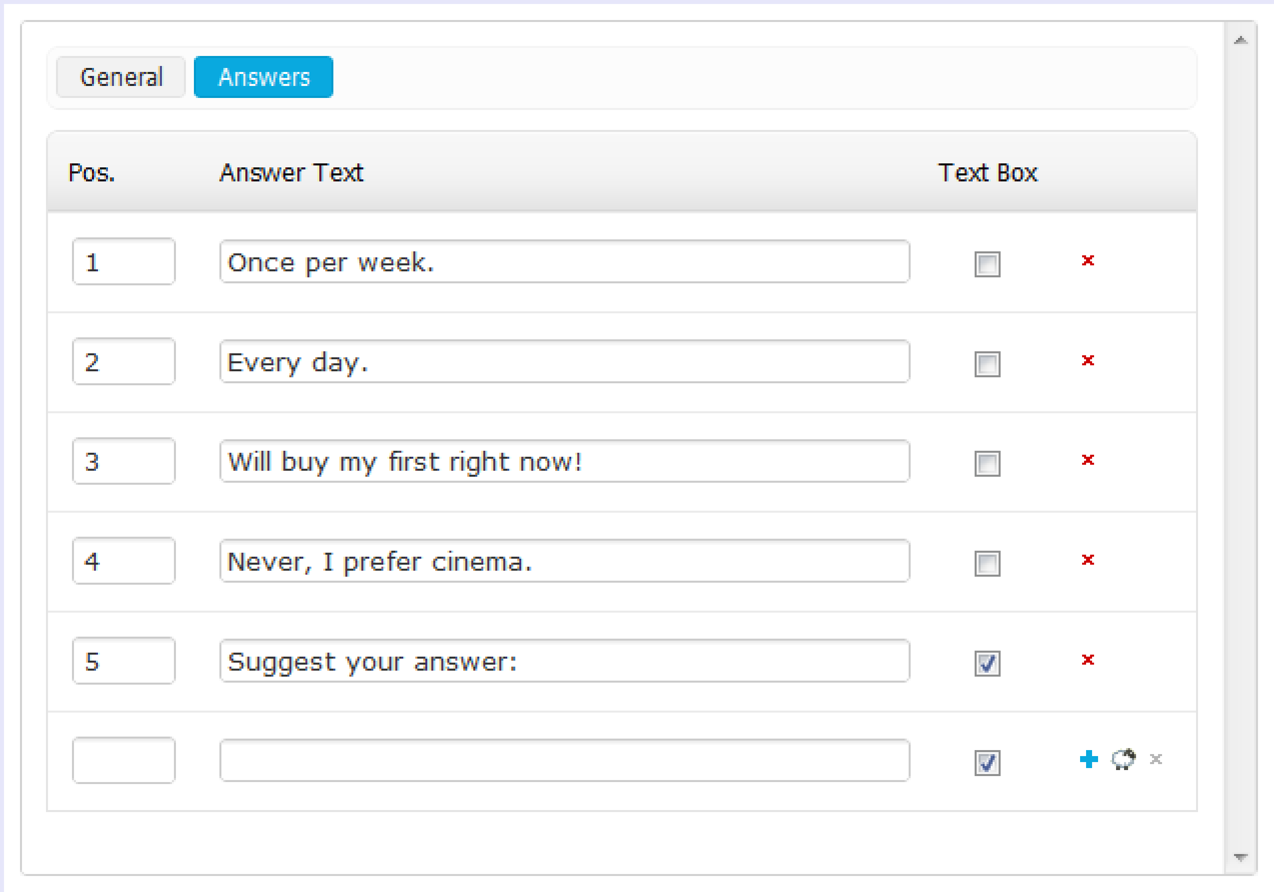
General

- Question text - Question itself.
- Position - Position of the question relatively to the position of the other questions in the list.
- Type - Type of the field for the answer.
- Required - If selected, the question is mandatory for answering.



Answers

- Position - Position of the answer relatively to the position of the other answers to the question.
- Answer text - Answer itself.
- Text box - If selected, the answer has a text box where the user can enter a custom answer.



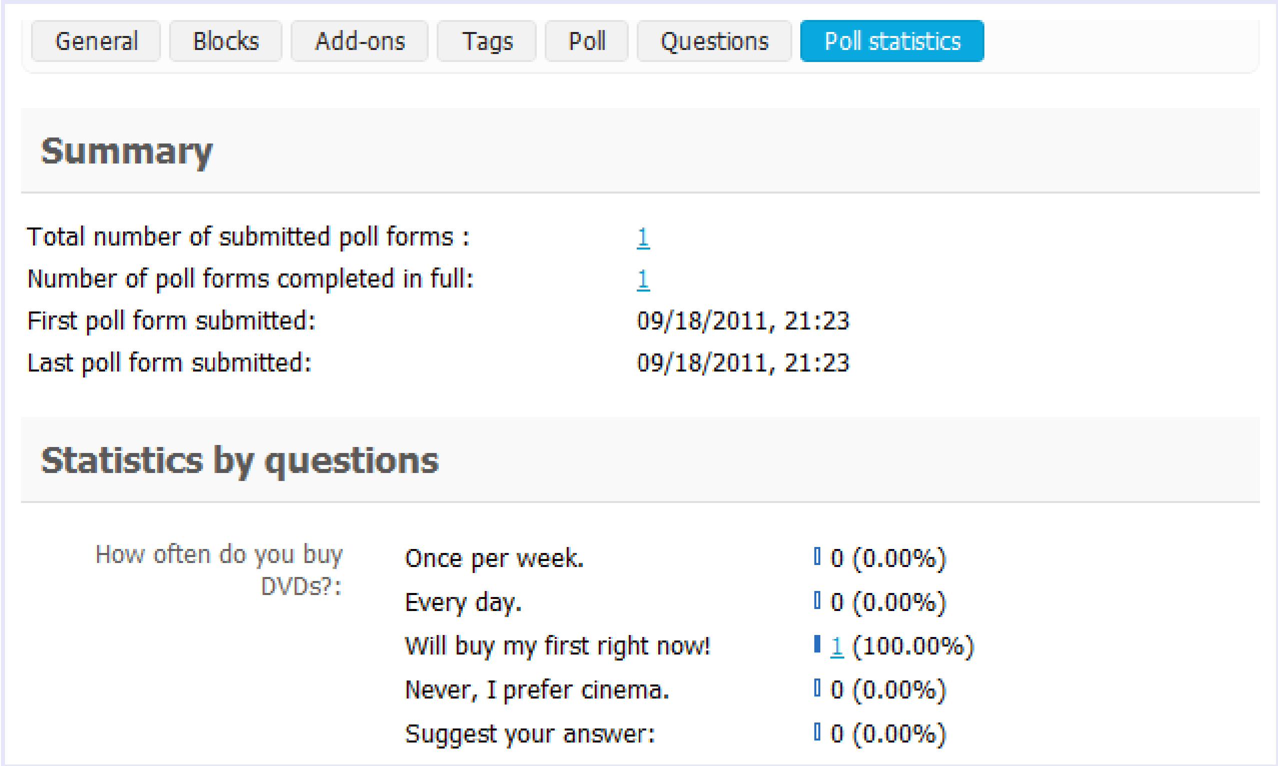
Poll statistics tab (if the page type is Poll):

This tab contains the statistics on the submitted/completed polls and questionnaires.

- Total number of poll forms submitted - Number of times polls were submitted by store users.
- Number of poll forms fully completed - Number of times polls were completed in full.

> The values of these two fields are links. Click on one of the links to see the following details: *Date* - date and time when the poll was submitted; *User* - name of the user who submitted the poll; IP - IP address of the user who submitted the poll (each user is allowed to complete a poll only once. This is controlled by the user's IP addresses); *Completed* - label to show whether the pall was completed in full.

- First poll form submitted - Date and time when the poll was submitted for the first time.
- Last poll form submitted - Date and time when the poll was submitted for the last time.
- Statistics by questions - Questions of the poll, all answers to these questions and the percentage of the answers.



Also Read in CS-Cart Knowledge Base

- Translating Fields From the 'Contact us' Form

6.2. Tags

Use this section to manage the tags that are added to different pages of your store. Tags can be considered as free-form keywords or labels associated with a page or product making it easier to find the page/product.

Tags created by the store customers and the store administrators appear on the storefront in the **Tag cloud** side box. Customers are also allowed to see their personal tags in the **My tag cloud** side box. To display side boxes on the storefront, use controls in **Design** → **Blocks**.

Important: To use tags in your store, you must have the Tags add-on enabled and configured (**Administration** → **Add-ons**).

Tag attributes

- Tag - Name of the tag as it appears on the storefront.
- Popularity - Number of items (products and pages) to which the tag is assigned.
- Users - Number of users who added this tag.
- Products - Number of products to which the tag is assigned.
- Pages - Number of pages to which the tag is assigned.

- Status - Status of the tag (approved/disapproved/pending). Tags added by the administrator automatically get the Approved status.

6.3. Site news

Use this section to manage news that is published in Site news box on the storefront.

Important: In order to use this functionality, you must have the News and e-mails module enabled and configured (**Administration** → **Add-ons**).

News attributes

General tab:

- Name - The header of the news.
- Description - Text of the news. It can be a plain text or a formatted HTML text. If you are not familiar with HTML, use the built-in WYSIWYG editor to create a formatted text.
- Date - Date the news was added.
- Show on a separate page - If selected, the news is published on a separate page of the website.
- Comments - Select box to set up whether the news should be available for user ratings and comments.
- Status - Status of the site news (Active or Disabled).

Blocks tab:

Use this tab to define the set of custom blocks appearing on the page together with the news. Available blocks are added and configured in **Design** → **Blocks** → **News**. And here you only specify which of the blocks should appear on the page and, if applicable, what will be their contents.

To display a block on the page, choose the necessary block and select the **Enable for this page** checkbox. The contents of the block with manual filling are managed in the **Listed items** part of the page.

Add-ons tab:

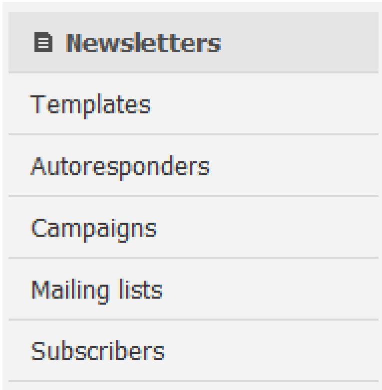
- SEO name - Search engine friendly name of the page containing the published news.

  Important: To be able to define this attribute you must have the SEO module enabled and configured in the Administration -> Add-ons section.

6.4. Newsletters

Use this section to create and send newsletters to your customer. In addition, this section enables you to create templates, autoresponders and campaigns.

Important: In order to use this functionality, you need to enable and configure News & e-mails add-on in **Administration** → **Add-Ons**.



6.4.1. Newsletters

Newsletter is an information letter available to store users by subscription.

Newsletter attributes

When you create a newsletter, you need to specify the following details:

- Subject - Name of the newsletter.
- Random subjects (one per line) - List of subjects that will be randomly selected for the newsletter subject.
- Plain text body - Plain text body of the newsletter.
- HTML body - HTML formatted body of the newsletter. If you are not familiar with HTML, use the built-in HTML editor.

> **Note:** The HTML body can include the following variables that will be automatically replaced with true values:
> %UNSUBSCRIBE_LINK
> %SUBSCRIBER_EMAIL
> %COMPANY_NAME
> %COMPANY_ADDRESS
> %COMPANY_PHONE.

- Template - Choose to use one of the existing newsletter templates (if any).
- Campaign - Choose a campaign that the newsletter is associated with.
- Status - Status of the newsletter.
- Mailing lists - Choose a mailing list for the newsletter.
- Users - Adding individual users as opposed to assigning the newsletter to a mailing list.
- Send to test e-mail - Enter an email address to receive a test newsletter.
- Customers with abandoned ... which is ... days old - Select to sent the newsletter to all customers who abandoned their carts, whishlists or both a certain number of days ago.

6.4.2. Templates

A *template* is a pattern that you can use for quick creation of future newsletter.

Template attributes

When creating or editing a template, you need to specify the following attributes:

- Subject - Name of of the template.
- Plain text body - Plain text body of the newsletter.
- HTML body - HTML formatted body of the newsletter. If you are not familiar with HTML, use the built-in HTML editor.

> **Note:** The HTML body can include the following variables that will be automatically replaced with true values:
> %UNSUBSCRIBE_LINK
> %SUBSCRIBER_EMAIL
> %COMPANY_NAME
> %COMPANY_ADDRESS
> %COMPANY_PHONE.

- Template - Choose to use one of the existing newsletter templates (if any).
- Status - Status of the template.

6.4.3. Autoresponders

An *autoresponder* is a typical message that is automatically sent to customers in response to some action (e.g., to confirm a subscription or unsubscribe from newsletter, etc.). Autoresponders are usually associated with a mailing list.

Newsletter attributes

When you create or edit an autoresponder, you need to specify the following details:

- Subject - Subject of the autoresponder.
- Plain text body - Plain text body of the autoresponder.
- HTML body - HTML formatted body of the autoresponder. If you are not familiar with HTML, use the built-in HTML editor.

> **Note:** The HTML body can include the following variables that will be automatically replaced with true values:
> %UNSUBSCRIBE_LINK
> %SUBSCRIBER_EMAIL
> %COMPANY_NAME
> %COMPANY_ADDRESS
> %COMPANY_PHONE.

- Template - Choose to use one of the existing newsletter templates (if any).
- Status - Status of the autoresponder.

6.4.4. Campaigns

A *campaign* is an easy tool to track your newsletters and represent simple statistics (number of times customers followed the link in the associated newsletters).

To launch a campaign:

1. Register a campaign by using the **+ Add Campaign** button in **Website** → **Newsletters** → **Campaigns**.
2. Then you need to assign this campaign to a newsletter on the newsletter details page.

6.4.5. Mailing lists

Use this section to manage your mailing lists. A mailing list is a simple register of users (their names and email addresses) who are subscribed to receive your newsletters that you create in **Website** → **Newsletters**. The set of subscribers to a mailing list is managed in **Website** → **Newsletters** → **Subscribers**.

Important: To enable customers to sign up for a newsletter, make sure a block with the contents type *Mailing list* is defined in the section Design -> Blocks.

Creating a mailing list

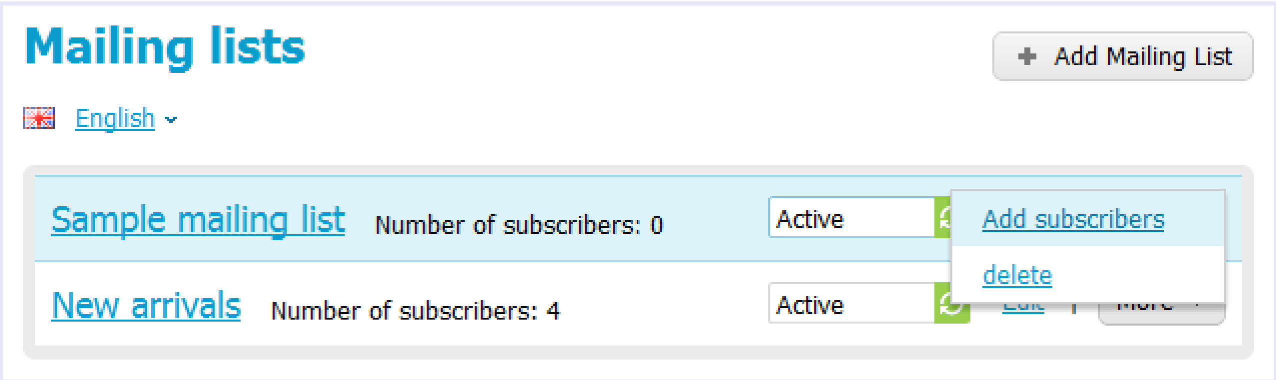
To create a mailing list:

1. In **Website** → **Newsletters** → **Mailing Lists**, click **+ Add Mailing List**.
2. Complete the form in the pop-up window. The meaning of fields is described later in this topic.
3. Click **Create**. The new mailing list will appear among the other lists in the store.

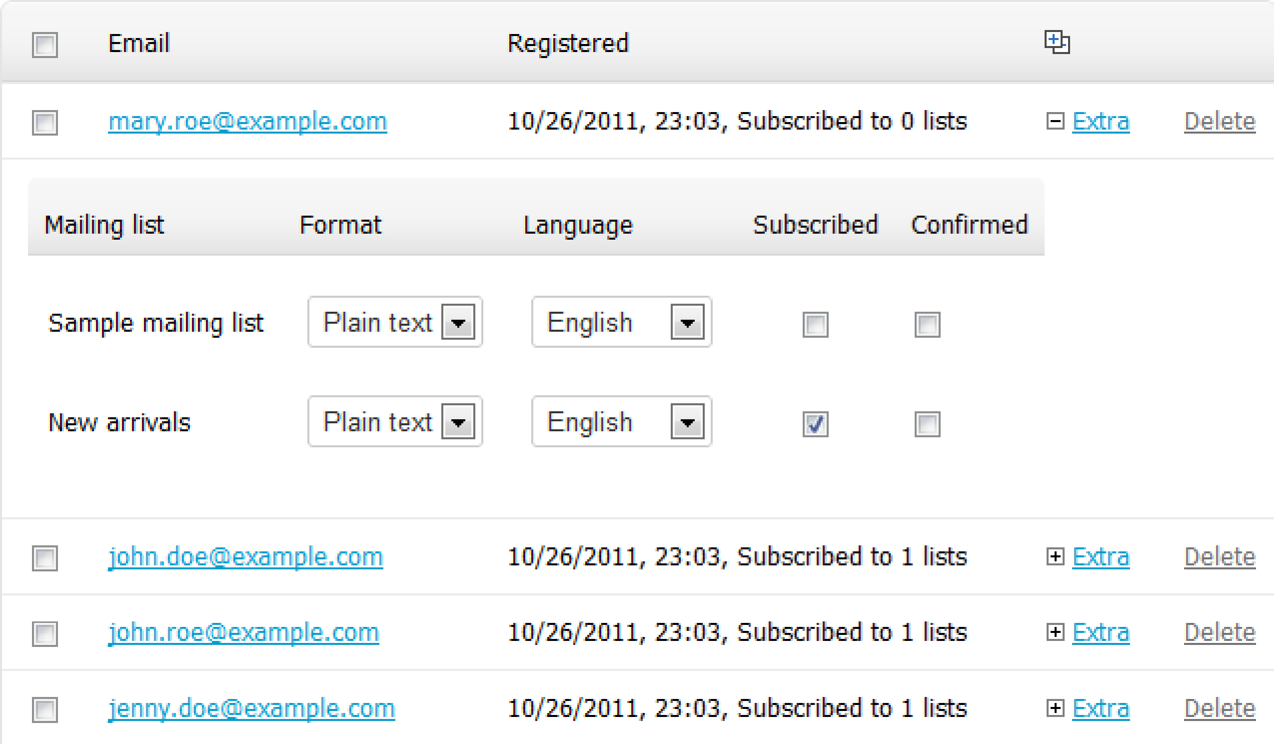
Adding subscribers to a mailing list

To adding subscribers to a mailing list:

1. Create a mailing list as described below, if you has not created it yet.
2. In **Website** → **Newsletters** → **Mailing Lists**, click the **More** control corresponding to the required mailing list.



3. Click **Add subscribers**. You will be redirected to the list of subscribers.
4. Click **Extra** to expand the details of a subscriber.



5. Select the **Subscribed** check box corresponding to the mailing list. Optionally, select the **Confirmed** check box to mark this user's subscription confirmed. Please remember that good practice is to ask users to confirm their subscriptions themselves.
6. Repeat the previous step for all users who you want to add to the mailing list.
7. If necessary, register more users by clicking the **Add user** link, or add a new subscriber by clicking **Add Subscriber**.

Mailing list attributes

When creating or editing a mailing list, you need to specify the following attributes:

- Name - Name of the mailing list.
- From name - Name of the sender (e.g., your company name).
- From email - Email address of the sender.
- Reply to - Email address to appear in the reply-to field of newsletters.
- Confirmation e-mail - Autoresponder for this mailing list. Autoresponders are created in **Website** → **Newsletters** → **Autoresponders**.
- Show at checkout - If selected, customers are offered to subscribe to newsletters (i.e., join the mailing list) on the checkout page.
- Show on registration - If selected, customers are offered to subscribe to the newsletter (i.e., join the mailing list) on the registration page.
- Show in the "Mailing lists" box - If selected, the mailing is displayed in a separate side box on the storefront.
- Subscribers - Follow the **Add subscribers** link to add subscribers to the list. Or you can add subscribers later in the Content -> Subscribers section.
- Status - Status of the mailing list (*Active* = customer can subscribe to the mailing; *Hidden* = only the store

administrator can subscribe customers to the mailing; *Disabled* = the mailing is not available for subscription).

6.4.6. Subscribers

Use this section to manage customers' participation in a mailing list. You can either pick up subscribers among the registered users by using the **+ Add users** link, or add new subscribers by using the + **Add Subscriber** button.

Subscriber attributes

When you add a new subscriber, you need to specify the following attributes:

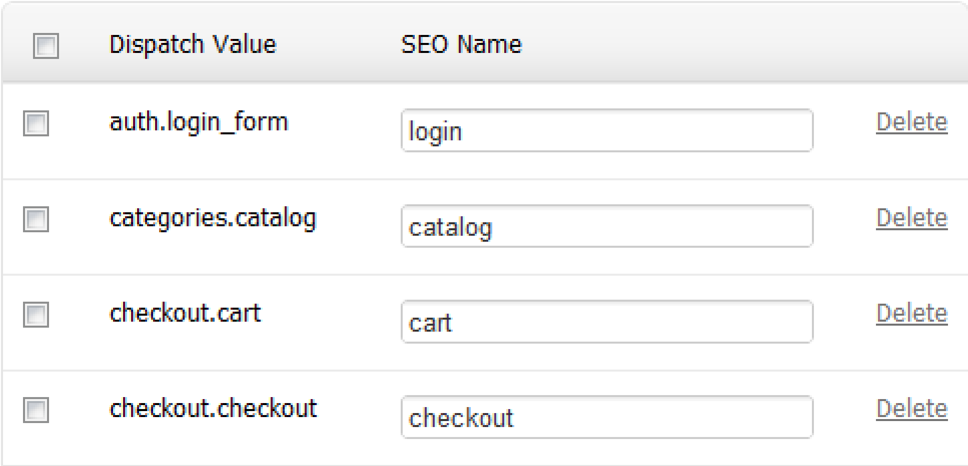
- E-mail - Email address of the subscriber.
- Mailing list - Mailing lists to which the user will be subscribed.
- Format - Format in which the subscriber receives newsletters (plain text or formatted HTML text).
- Language - Language in which the subscriber receives the newsletters.
- Confirmed - Check box to control that the user's subscription is confirmed.
- Notify user - If selected, the subscriber will receive an email notification saying that he or she has been subscribed to a mailing list.

6.5. SEO rules

Use this section to define global rules for URL rewriting in your store. This ensures that auxiliary URLs like `http://www.example.com/index.php?dispatch=auth.login_form` will be replaced with user-friendly and SE-optimized URLs (e.g., `http://www.example.com/login`). Moreover, with the provided multi-language support, your shopping cart will be indexed by search engine crawlers in different languages.

In order to control URL names in your store, first you need to enable and configure SEO add-on in **Administration → Add-Ons**.

Here you need to specify the URLs that should be rewritten and their substitution names. You can use the following list as an example:



- Dispatch value - The value of the *dispatch* parameter from the standard URL that will indicate the replacement (e.g., *auth.login_form* for the URL `http://www.example.com/index.php?dispatch=auth.login_form`).
- SEO Name - The value to which the standard URL will be changed (e.g. *login* for `auth.login_form`). The value can be specified with `.html` extension if required.

6.6. Banners

In this section, you can create graphic and text banners that can then be placed on the storefront. Banners can lead your store visitors to any of the store pages or to a third party resource. This section also allows you to see statistics of every single banner (**banner statistics** link) and estimate its conversion rate: the number of views to the number of clicks.

Note: To display a banner on a page, you need to add a separate block with the content type Banner. For details, see Design > Blocks.

Banner attributes

Banners can have the following attributes:

- Name - Name of the banner.
- Type - Type of the banner (text or graphics).
- Description (text banners only) - Text of the banner. This can be either a plain test or formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.

  Note: Banner description can be different for different languages. Simply switch to the required language when editing the banner description.

- Image (graphic banner only) - An image for the banner.

  The images can be either uploaded from a local computer or the server file system or linked to a remote location where the required image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image

as an additional SEO–wise opportunity.
Images must be of one of the following formats only: JPEG, GIF, PNG. Or it can be an SWF file (flash multimedia). Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.

- Open in new window (graphic banner only) - If selected, the URL under the banner is opened in a new window/tab.
- URL (graphic banner only) - URL to which the banner is linked.
- Creation date - Date, when the banner was created.
- Status - Status of the banner (*Active*, *Hidden* or *Disabled*).

6.7. Comments and reviews

This section contains ratings, comments, reviews and other customer communications, including gift registry guestbooks and testimonials. Here you can review all feedback and communications in your store.

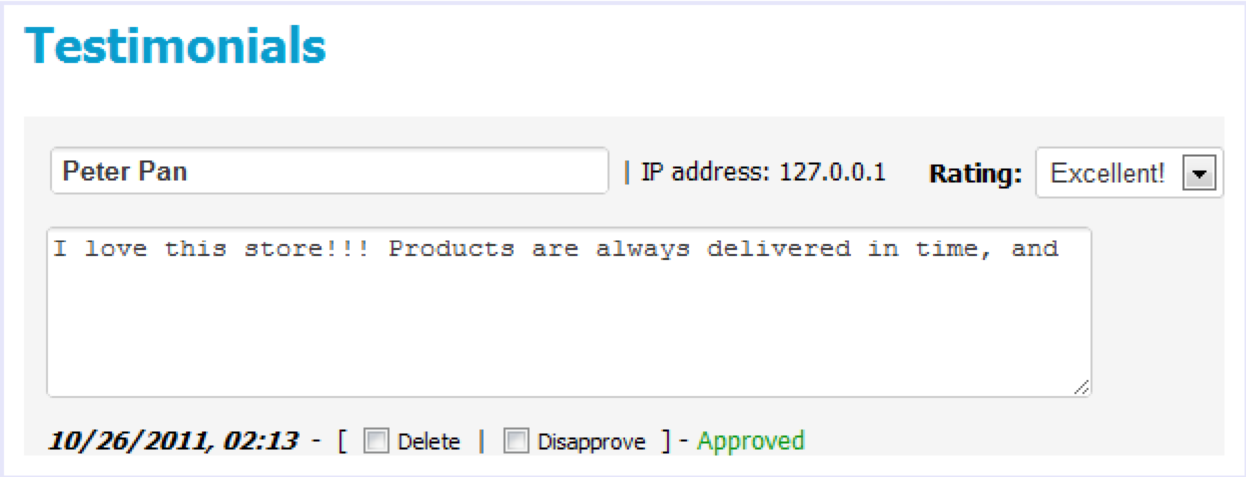
In order to enable customer communications in your store, install and activate the Comments and reviews add-on in **Administration** → **Add-Ons**. Also make sure that comments and ratings are allowed on configuration page (**Add-ons** tab) of the respective object: product, category, page, etc.

The section is divided into the following subsections:

- Product reviews - Reviews that customers left on product details pages.
- Category reviews - Reviews that customers left on category details pages.
- Page comments - Comments that customers left on the store's web pages.
- Order communication - Comment that customers left on order details pages.
- Testimonials - Comments that customers left on the page with testimonials.
- Company reviews - Comment that customers left on vendor details pages.
- News comments - Comments that customers left on the site news pages.
- Gift registry guestbook - Comments that customer posted to the gift registry guest books.

6.8. Testimonials

In this section, you can manage the testimonials from your store visitors: you can approve/disapprove or delete testimonials as well as edit them.



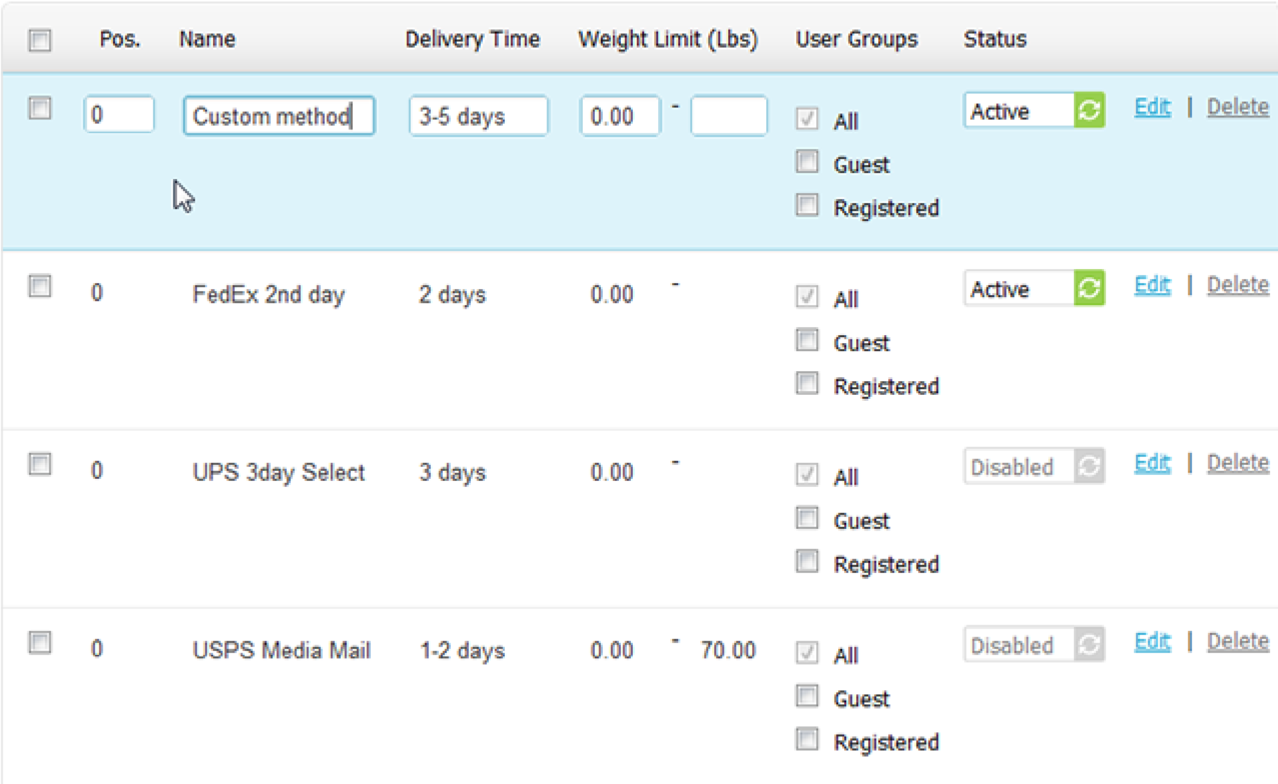
Make sure a block for testimonials is added to a necessary page in section **Design** → **Blocks**.

7. Shipping & Taxes

This section of the Administration panel assembles control elements to manage and customize shipping and tax settings in your store.

7.1. Shipping Methods

A shipping method is a set of rules and parameters to calculate the cost of shipping orders to buyers. This section contains an editable list of shipping methods present in the store.



In the list, you can quickly edit certain attributes of a shipping method, including the name and status. To access more attributes, like the applicable rates and charges, click the **Edit** link which corresponds to the required shipping method.

Shipping method attributes

General tab:

- Position - Position of the shipping method relatively to the position of the other methods in the list.
- Name - Name of the shipping method as it appears on the storefront.
- Suppliers - Suppliers that will use the shipping method. In reality, this means that customers will be able to choose this shipping method only if their order contains products by a supplier that is selected here.
- Icon - Graphics to represent the shipping method.

  The graphics can be either uploaded from a local computer or the server file system or linked to a remote

location where the required image is physically located.
An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.
Images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of an uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.

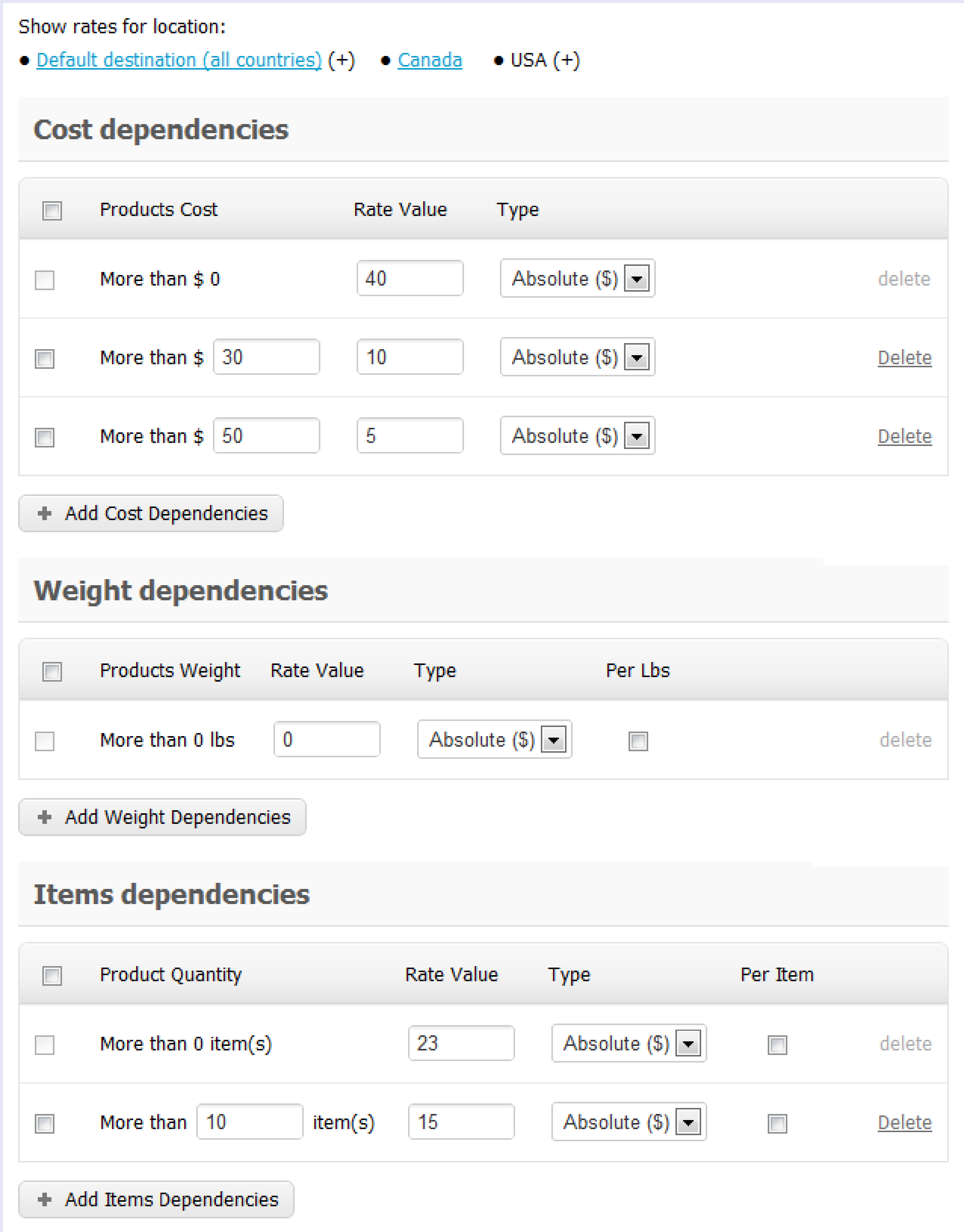
> Remember that the icon appears on the storefront in a special block with the content type *Shipping methods*. Make sure to create such a block in **Design** → **Blocks**.

- Delivery time - Time until the order is delivered. This info is displayed on the storefront so that customers could decide if the delivery time meets their requirements.
- Weight limit - Minimum and maximum weight of the order to be delivered through this method.
- Rate calculation - Mode in which the shipping cost must be calculated: manual (table-based) or real-time.
  Table-based, or manual, calculation is based on the custom charges and rates that you define in the **Shipping charges** tab.
  Real-time calculation is based on the rates that your store receives from the carrier who will deliver the order. The rates are received in the real-time mode at the moment the order is being placed. In order to use the carrier-dependent estimation, you need to enable the support for the particular service provider in **Settings** → **Shipping settings**. Carrier-specific settings are defined in the **Configure** tab.
- Shipping service - Shipping service provider/carrier that will be in charge of delivering the order. This select box is available only if the rate calculation mode is set to *Realtime*.
- Test - A special form to test the selected real-time shipping rate estimation service. Test estimation considers the weight that you specify in the form as well as the company (**Settings** → **Company**) and the default customer address (**Settings** → **General/Default location**).
- Taxes - Tax rates that apply to the shipping method.
- User groups) - User groups whose members can choose to deliver their orders through this shipping method.
- Localization - Localization for which the shipping method is available.
- Status - Status of the shipping method (*Active* or *Disabled*).

Configuration tab:
This tab appears only if you have selected real-time shipping rate calculation in the **General** tab of this section. Here you should configure the selected shipping service and specify its settings. Such settings vary depending on the shipping service provider. So, if you do not know what values/options should be entered or selected, please refer to the carrier's help pages and documentation.

Shipping charges tab:
The rates that you define here are used to calculate the shipping cost regardless of whether you use real-time shipping rate estimation or not. If you have chosen to receive rates from a carrier in the real-time mode, the charges from this section will be simply added to the carrier's charge. You can use this to add a shipping markup in order to compensate for your actual expenses if they exceed the values returned by the carrier (e.g., packing, insurance, etc.).
The rates can depend on the product cost, weight or quantity as well as being specific to the customer's location, when

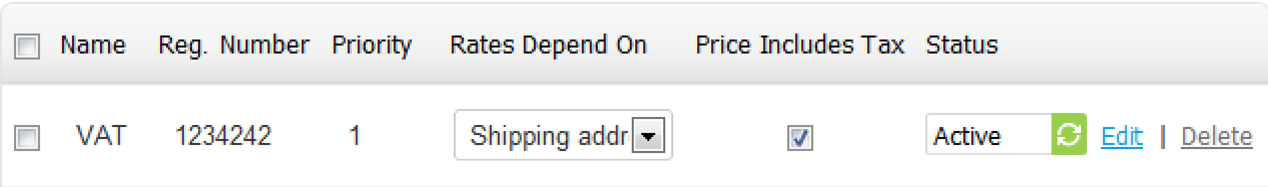
table-based rate calculation is used. To adjust the set of available locations, use section **Shipping & Taxes** → **Locations**.



- Product Cost/Weight/Amount - Minimum value when the rate must apply.
- Rate Value - Shipping rate itself.
- Type - Type of the rate: absolute monetary value or a percentage of the product cost.
- Per <default weight measurement unit> - If selected, the final rate is the sum of costs of each measurement unit, which are calculated separately.
- Per Item - If selected, the final rate is the sum of costs of each item, which are calculated separately.

7.2. Taxes

This section contains an editable list of tax calculation rules available in your store. Use this section to add new rules and manage existing rules.



In the list, you can quickly edit certain attributes of a tax calculation rules. To specify rates, click the **Edit** link which corresponds to the required rule, then switch to the **Tax rates** tab.

Actions on taxes

The store administrator can carry out the following actions on the taxes:

- Add new tax calculation rules;
- Edit existing tax calculation rules;
- Apply multiple tax calculation rules to all products in the catalog;
- Cancel multiple tax calculation rules for all products in the catalog;
- Delete tax calculation rules.

Tax attributes

General tab:

- Name - Name of the tax as it appears on the storefront.
- Registration number – Internal registration number of the tax calculation rule in the store.
- Priority – Position of this tax calculation rule in a sequence of multiple tax calculation rules being applied to a product. If two rules have the same priority, they are applied in the same order as they are retrieved from the database. In this situation, the correct sequence may be breached. So, it is highly recommended that you set priority of every tax calculation rule in the store.
- Rates depend on – Type of customers' addresses that the calculation rule depends on: shipping address or billing address.
- Status – Status of the tax calculation rule in the store: *Active* or *Disabled*.
- Price includes tax – If selected, the tax represented by this rule will be already included in the product price

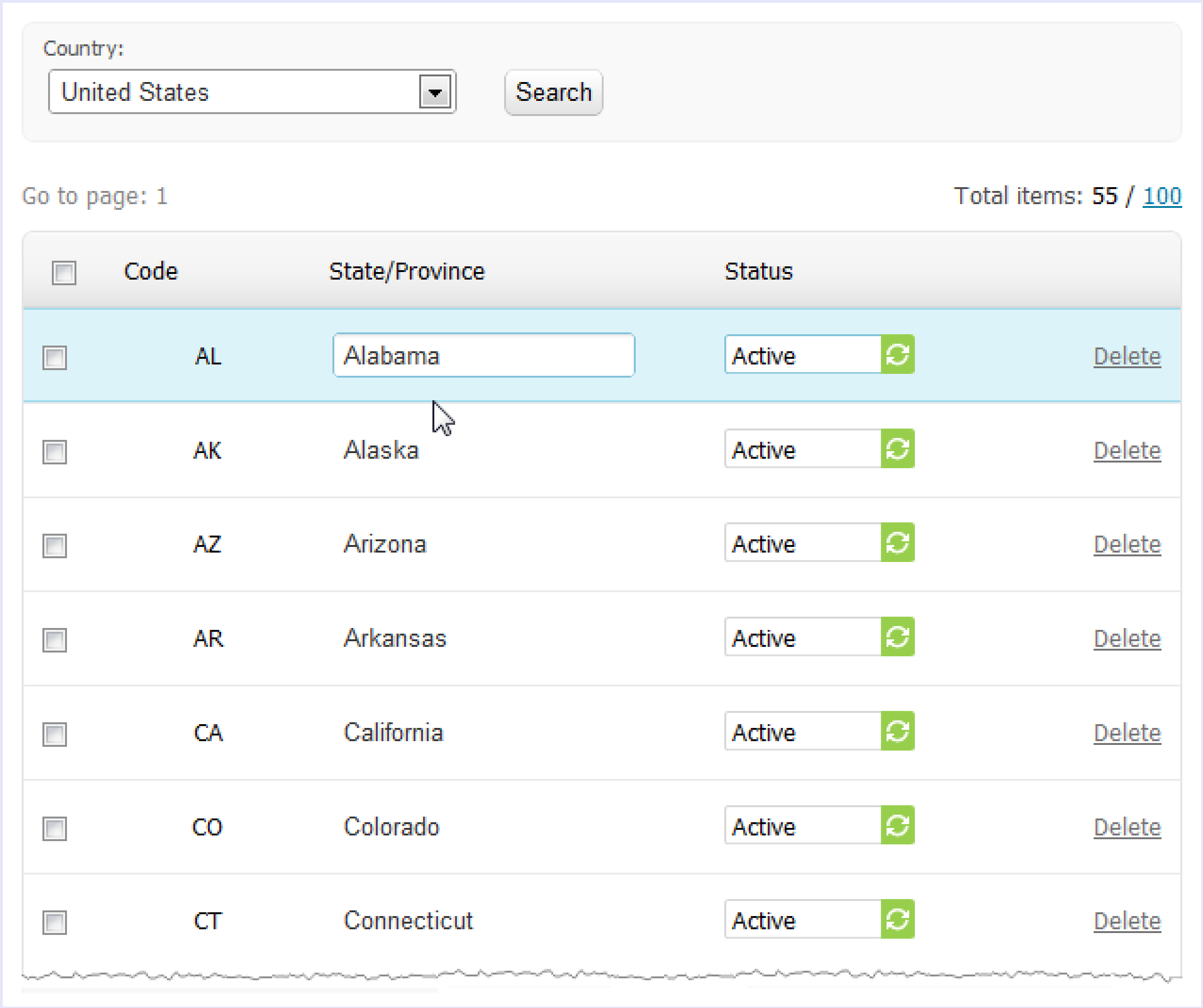
specified on the product details page. Otherwise, the calculated tax will be added to the order subtotal when a customer places the order.

Tax rates tab:

- Location - Location of the customer who places the order. To adjust the available locations, use the controls in **Shipping & Taxes** → **Locations**.
- Rate value - Tax calculation rate that is specific to the given location. When the value is set to zero (0), the tax will not apply to the order if it has been placed by a customer whose address falls within the corresponding location. Please note that locations do not override each other. So, the value specified for the hard-coded default location (*all countries*) will apply only if a customer comes from a location which is not defined or activated in **Shipping & Taxes** → **Locations**, but will never apply to active locations, even those with zero values.
- Type - Type of the tax: absolute value in the primary currency (see Administration > Currencies) or a percentage of the product cost.

7.3. States

This section provides an editable list of states and provinces (per country) that are supported in your store. These states/provinces are used to define users' location (see Shipping & Taxes > Locations). Here you can add missing states/provinces, or delete and modify existing states/provinces for each country registered and activated in **Shipping & Taxes** → **Countries**.

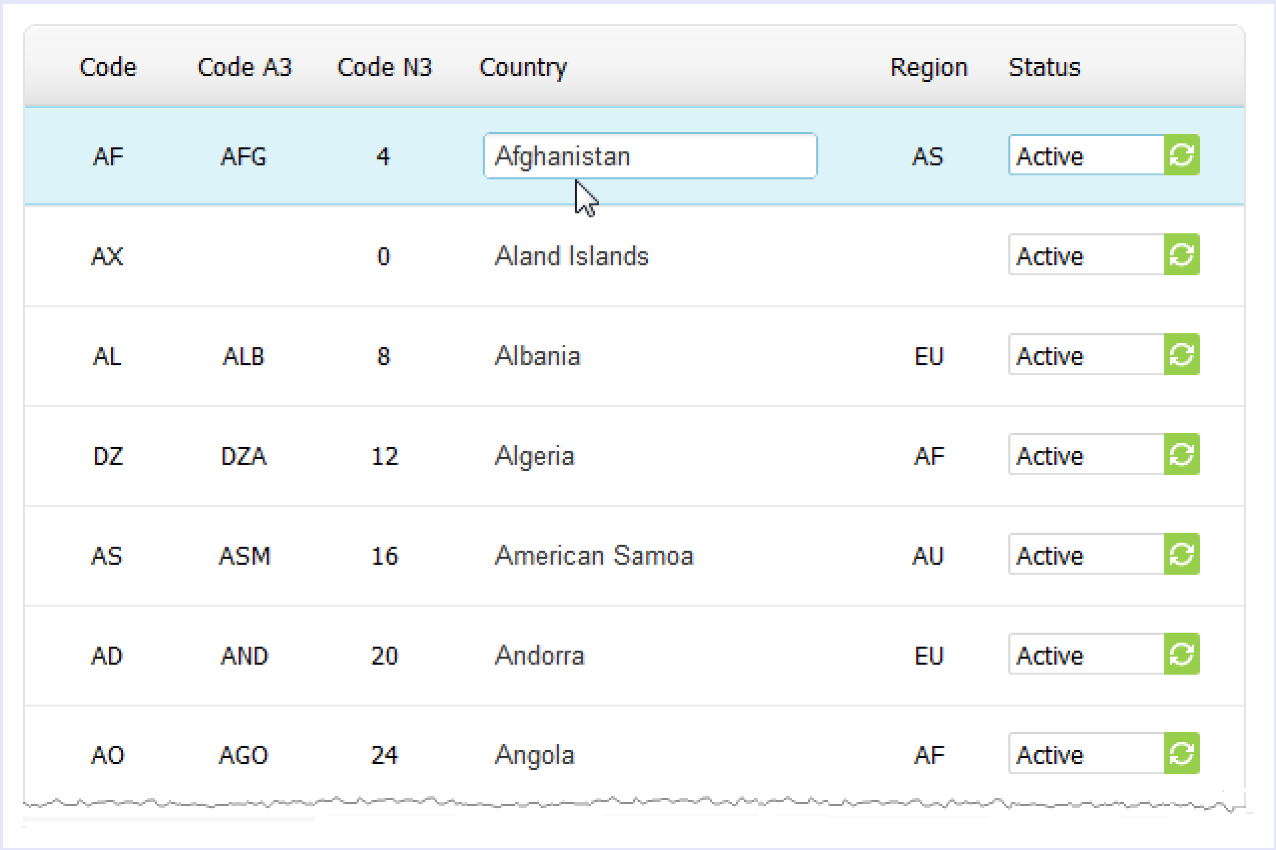


State attributes

- Code – Unique code to identify the state or province.
- State/Province – Name of the state or province.
- Status – Status of the state/province: *Active* (i.e. can be selected in a user profile) or *Disabled*.

7.4. Countries

Use this section to manage the set of countries that are supported in your store. Countries are used to define users' location.



Code	Code A3	Code N3	Country	Region	Status
AF	AFG	4	Afghanistan	AS	Active
AX		0	Aland Islands		Active
AL	ALB	8	Albania	EU	Active
DZ	DZA	12	Algeria	AF	Active
AS	ASM	16	American Samoa	AU	Active
AD	AND	20	Andorra	EU	Active
AO	AGO	24	Angola	AF	Active

Country attributes

- Code - 2-digit code to identify the country.
- Code A3 - 3-digit official ISO code to identify the country.
- Code N3 - Numeric code to identify the country.
- Country - Name of the country.
- Region - Part of the world where the country is situated.
- Status - Status of the country: *Active* (i.e. can be selected in a user profile) or *Disabled*.

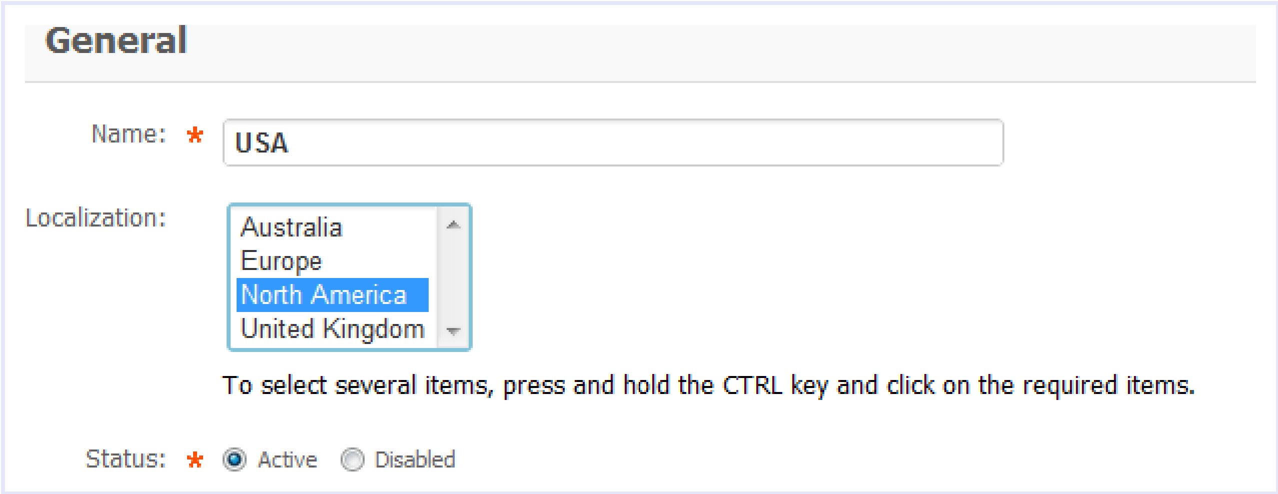
7.5. Locations

Use this section to manage the set of locations that are supported in your store. A location is a combination of parameters to represent a geographical area. Locations are used to calculate shipping rates and tax charges.

Location attributes

General section:

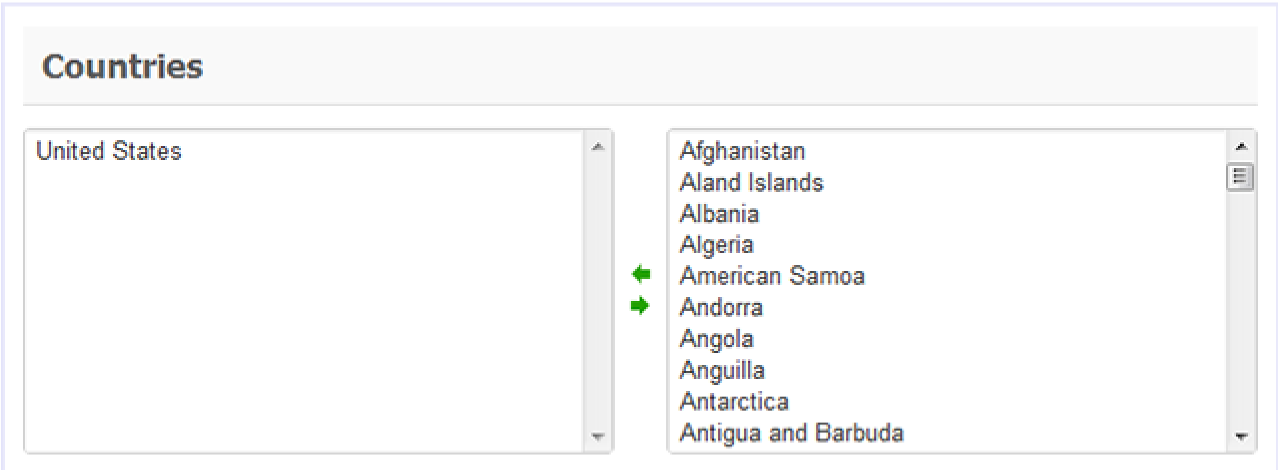
- Name - Name of the location.
- Localization - Localizations for which this location is available.
- Status – Status of the location (*Active* or *Disabled*).



Countries section (countries to be included in the location):

The list box on the right contains a list of all available countries, the list box on the left contains a list of countries included in the location. To adjust the list of countries supported in your store, use the Shipping/Taxes -> Countries section.

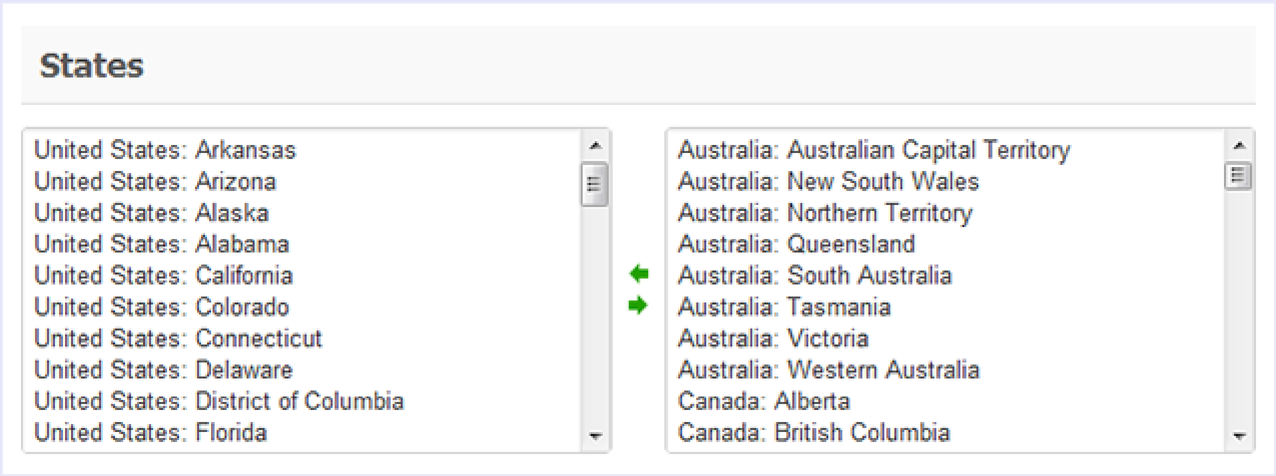
To move items from one list to the other one, use the twin horizontal arrows between the lists. To select multiple items, press and hold the Ctrl or Shift key.



States section (states to be included in the location):

The list box on the right contains a list of all available states, the list box on the left contains a list of states included in the location. To adjust the list of states supported in your store, use the Shipping/Taxes -> States section.

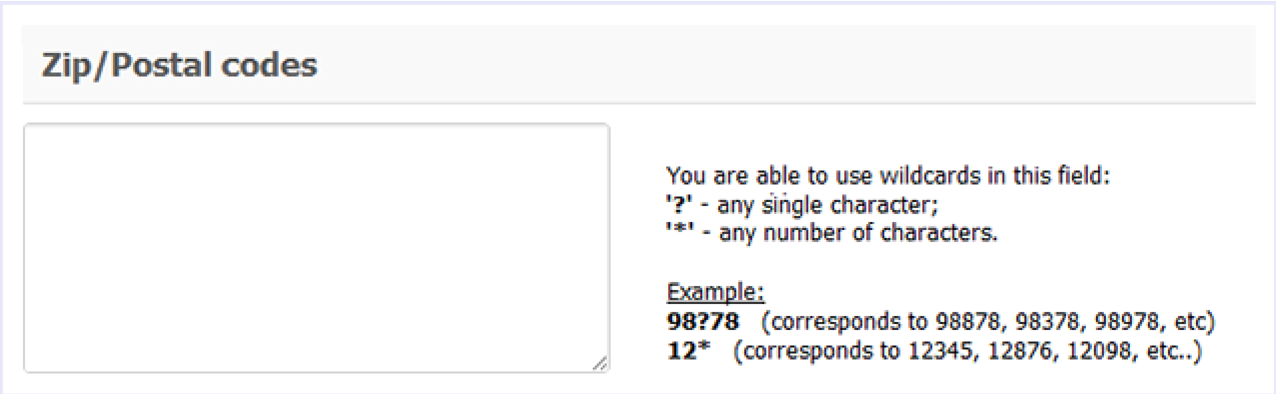
To move items from one list to the other one, use the twin horizontal arrows between the lists. To select multiple items, press and hold the Ctrl or Shift key.



Zip/Postal code section (zip/postal codes to be included in the location):

The text box contains the zip/postal codes included in the location. Entries must be separated by a paragraph break (appear in different lines).

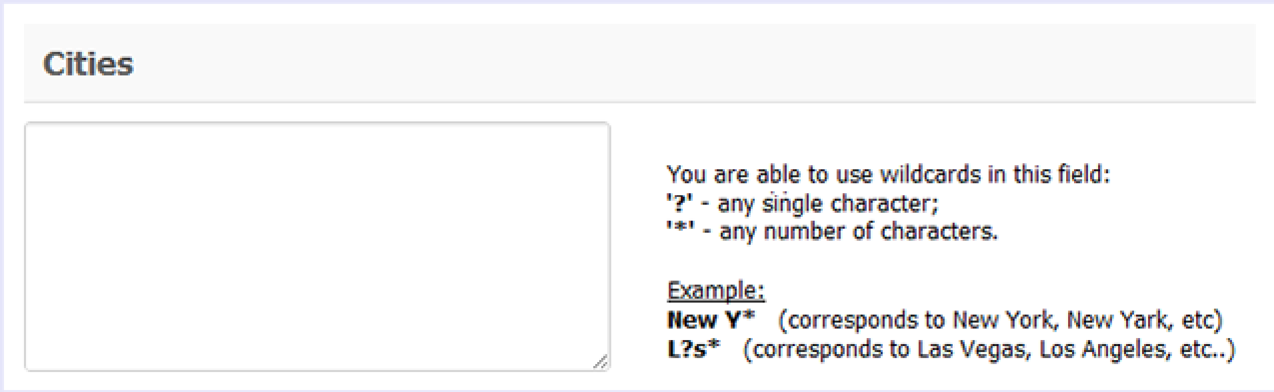
It is not necessary to specify the exact codes, you can use wildcards (? = any single character, * = any series of characters) instead. For example, **98?78** stands for 98178, 98278, 98378, 98478, 98578, 98678, 98778, 98878, 98978 and 98078; **12*** stands for 12345, 12876, 12098, etc.



Cities section (cities to be included in the location):

The text box contains the cities included in the location. Entries must be separated by a paragraph break (appear in different lines).

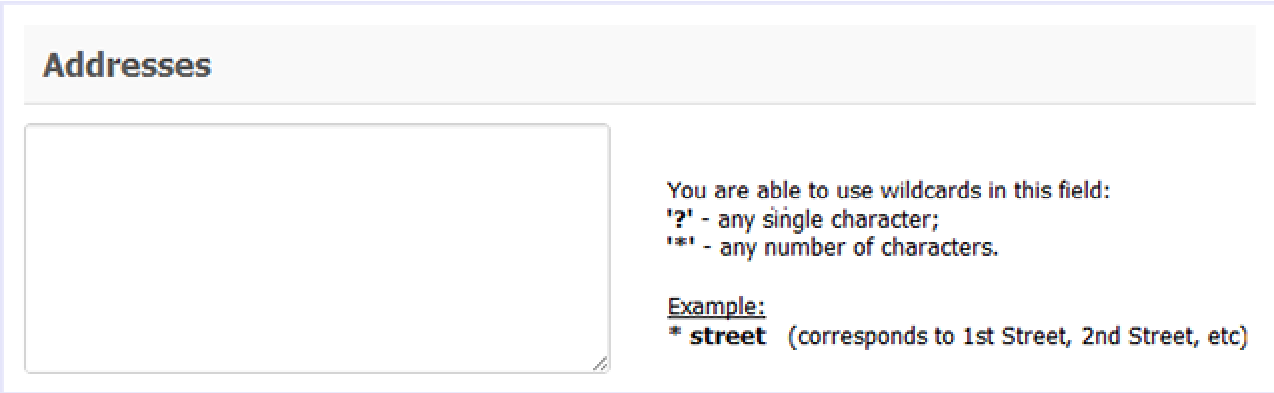
It is not necessary to specify the exact names of the cities, you can use wildcards (? = any single character, * = any series of characters) instead. For example, **New Y*** would stand for **New York**, etc.; **L?s*** would stand for **Las Vegas**, **Los Angeles**, etc.



Addresses section (addresses to be included in the location):

The text box contains the addresses included in the location. Entries must be separated by a paragraph break (appear in different lines).

It is not necessary to specify the exact addresses, you can use wildcards (? = any single character, * = any series of characters) instead. For example, *** street** would stand for **1st street**, **2nd street**, etc.



7.6. Localizations

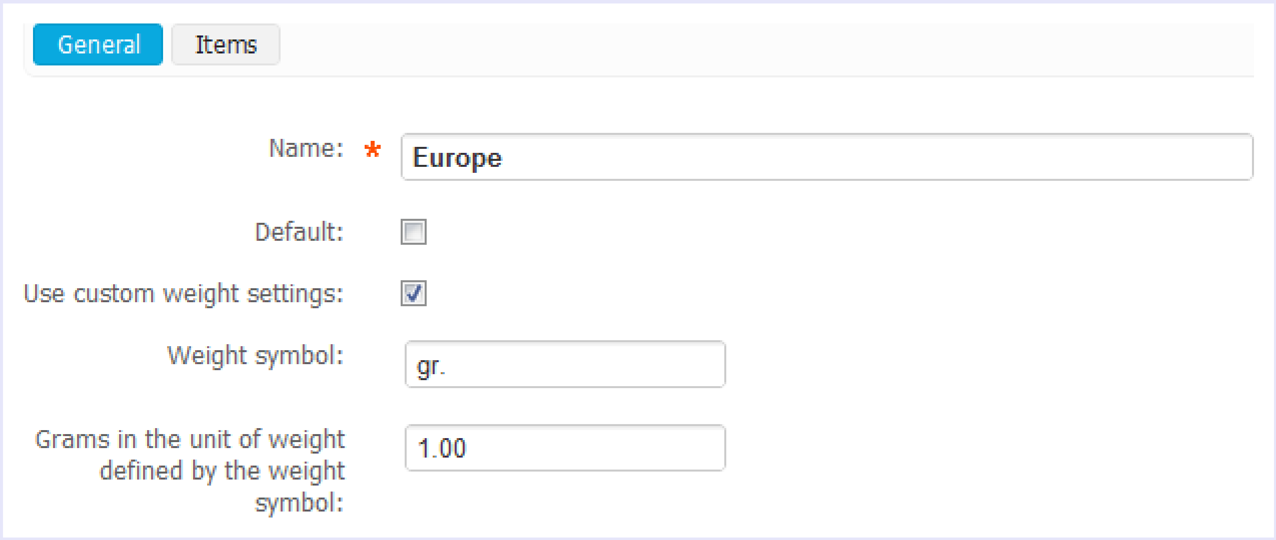
Use this section to manage localizations that are supported in your store. A localization is a set of regional settings, including the region-specific currency, language and measures. A localization can then be used to control accessibility of products, shipping methods, credit card types, locations, etc. Every registered user account will be automatically associated with one of the store localization if the country specified in the account profile appears in one of the store localizations.

Important: Remember to assign products and categories to a localization. Otherwise, no products will be displayed to customers using the localization.

Localization attributes

General tab:

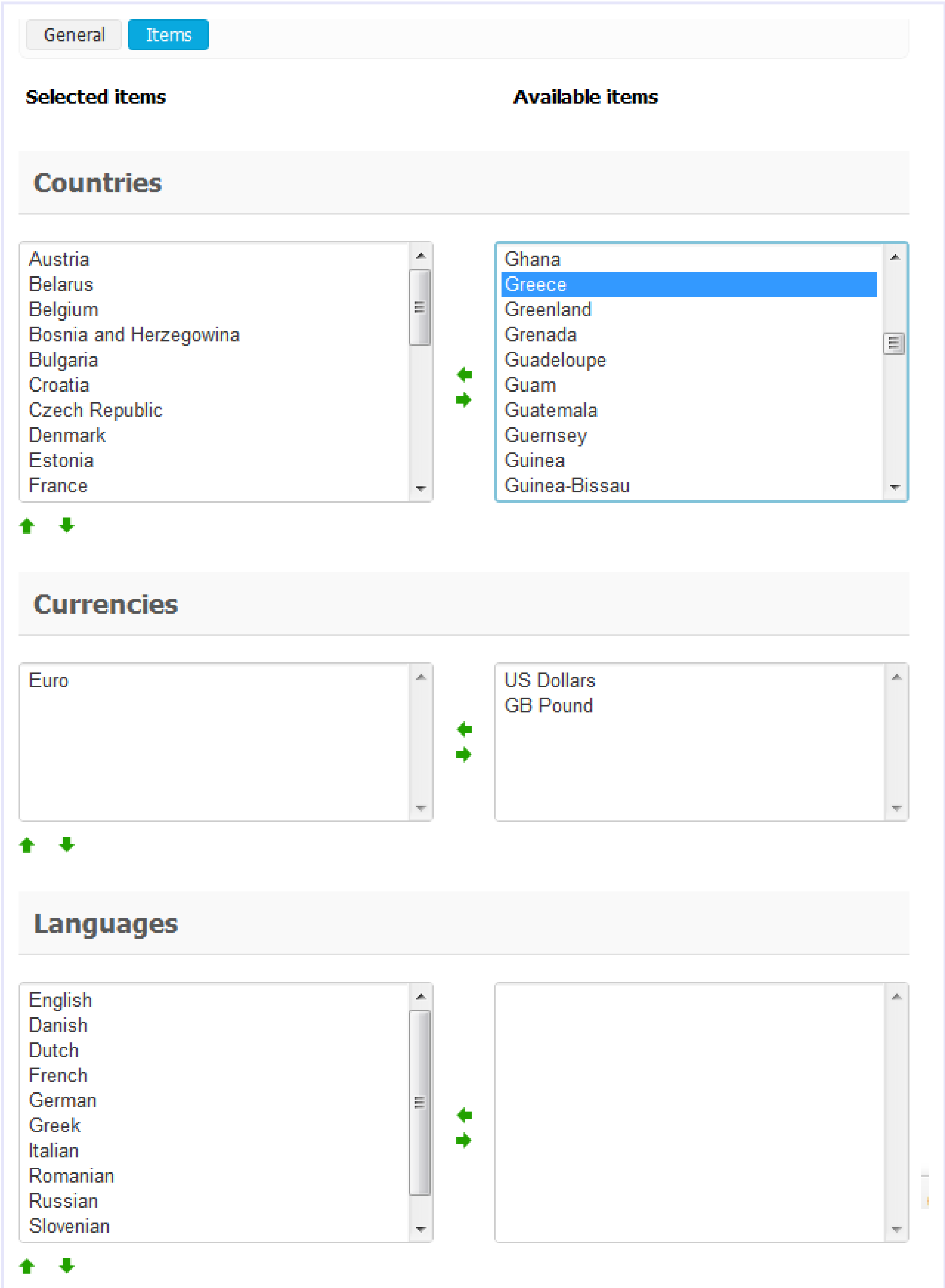
- Name - Name of the localization.
- Default - If selected, the localization is used as a default store localization and automatically applies to customers whose localization is not defined.
- Use custom weight settings - If selected, the localization uses a custom weight unit.
- Weight symbol - Symbol to represent the custom weight unit.
- Grams in the unit of weight defined by the weight symbol - Number of grams in the custom weight unit.



Items tab:

This tab contains lists of countries, currencies and languages that are legal for the localization. Pair list boxes contain the lists of available elements (on the right) and the lists of elements included in the localization (on the left).

To move items from one list to the other one, use the twin *horizontal* arrows between the lists (in order to select multiple items, press and hold the Ctrl or Shift key). To re-arrange the items in the list of included elements, use the twin *vertical* arrows below the respective list box.

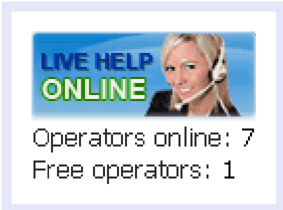

General
Items
Selected items
Available items
Countries
Austria
Belarus
Belgium
Bosnia and Herzegowina
Bulgaria
Croatia
Czech Republic
Denmark
Estonia
France
Ghana
Greece
Greenland
Grenada
Guadeloupe
Guam
Guatemala
Guernsey
Guinea
Guinea-Bissau
Currencies
Euro
US Dollars
GB Pound
Languages
English
Danish
Dutch
French
German
Greek
Italian
Romanian
Russian
Slovenian

8. Live Help

Note! To enable live chat functionality in your store, install and activate the Live Help [Beta] add-on in **Administration → Add-Ons**.

Use this section to supervise live chat assistance in your store. Here you can manage chat operator accounts that provide online and offline assistance to your store visitors, and control their chat history.

It is assumed that chat operators have Live Help client applications installed on their computers (see Administration > Add-ons > Live Help [Beta] for details). Store visitors do need to install any additional software on their computers - they will simply open and use the Live Help pop-up windows directly in their web browsers by clicking the **Live Help** banner or the **Leave message** link.



To place the banner on the storefront, create a special block with the filling type *Live Help*. For instructions on how to manage blocks on the storefront, see Design > Blocks.

8.1. Operators

The Operators subsection contains a sorted list of operator accounts. Here you can add new accounts, edit and delete existing accounts.

☐	ID	Username ↑	Name	Registered	Status	
☐	1	demo	Demo operator	10/24/2006, 10:43	Active	Edit
☐	2	peter.pan	Peter Pan	10/25/2011, 23:18	Active	Edit

Select all | Unselect all

Operator account details

When you create or edit an operator account, you need to specify the following details:

- Username - User name that the operator will use to connect the Live Help application to your store.
- Name - Full name of the operator as it is shown to your store visitors.
- Password - Password that the operator will use to connect the Live Help application to your store.
- Confirm password - Password confirmation field.

- Status - Status of the operator: *Active* - operator can connect to your store and chat with store visitors; *Disabled* - operator cannot connect to the store.

8.2. Chat History

The Chat History subsection contains a sorted list of chat logs. It is represented as a table with the following columns:

- Group – Text field showing whether it was a session with a customer, a session between operators or an offline message.
- Name – Customer's username and email address.
- Operator – Name of the operator who communicated with the Customer.
- Messages – Total number of the customer's messages kept in the database.
- Earliest – Time and date of the customer's first message.
- Oldest – Time and date of the customer's last message.
- Statistics - Number of the customer's visits to your store.

9. Affiliate

This section of the Administration panel is displayed when you have the Affiliate add-on enabled in **Administration → Add-Ons**.

The add-on enables you to launch a full-fledged affiliate program in your store, making it possible to promote your products through a network of affiliates who receive commissions for the sales they promote.

A successful affiliate program supposes the following workflow:

- First you need to create an affiliate plan in **Affiliate → Plans** and define the rules of how the commission should be calculated.
- Then you need to create a number of affiliate banners in **Affiliate → Banners** and enable new affiliates to register at the store.
- Once a new affiliate has enrolled with your program and subscribed to the affiliate plan, the affiliate can use a number of new controls on the storefront to generate codes of the affiliate banners and then place these banners to own web resources like a companion website, newsletters, bulletin boards, etc. If a new buyer comes to the store through an affiliate banner, the affiliate who placed the banner receives a commission.
- Eventually, you pay the commission to the affiliates in any preferable manner.

Along with a usual affiliate program, you can have a multi-tier affiliate scheme where registered affiliates can recruit own affiliates and receive a part of their commissions. The number of tiers is unlimited meaning that every new affiliate invited by the other affiliate can invite own affiliates.

9.1. Product groups

Use this section to define groups of products that can be targeted by affiliate banners. Banners are create in **Affiliate → Banners**. A group can include separate products (**Group for products** tab), product categories (**Group for categories** tab) or URLs (**URL** tab).

9.2. Banners

Use this section to create banners that your affiliates will be able to place at their websites. You can create three types of banners: *text banners*, *graphic banners* and *product banners*.

Text banners

A text banner can point to a product group (**Product groups** tab), a custom list of categories (**Categories** tab), a custom list of products (**Products** tab) or a URL (**URL** tab).

When you create a text banner, you need to specify the following banner attributes:

- Title - Title of the banner.
- Show title - If selected, the title is displayed in the banner.
- Width - Banner width (pixels).

- Height - Banner height (pixels).

> **Note:** If no banner width and height are defined, the banner size will be automatically adjusted to the contents of the banner.

- Content - Contents of the banner (text).
- Open in a new window - If selected, the link opens in a new browser window/tab.
- Show URL - If selected, the banner includes the complete URL of the page that the banner points to.
- Status - Status of the banner (*Active* or *Disabled*).
- Product group - Select the product group that the banner must point to.
- Categories - Compile a list of categories that the banner must point to.
- Products - Compile a list of products that the banner must point to.
- URL - Enter the URL that the banner must point to.

Graphic banners

A graphic banner can point to a product group (**Product groups** tab), a custom list of categories (**Categories** tab), a custom list of products (**Products** tab) or a URL (**URL** tab).

When you create a text banner, you need to specify the following banner attributes:

- Title - Title of the banner.
- Description - Description of the banner.
- Image - Image for the banner.

  The image can be either uploaded from a local computer or the server file system or it can be a link to a remote location where the required image is physically located.The images must be of one of the following formats only: JPEG, GIF, PNG. Maximum size of the uploaded image depends on your server configuration. As a rule, it should not exceed 2 MB.
- Open in a new window - If selected, the link opens in a new browser window/tab.
- Status - Status of the banner (*Active* or *Disabled*).
- Product group - Select the product group that the banner must point to.
- Categories - Compile a list of categories that the banner must point to.
- Products - Compile a list of products that the banner must point to.
- URL - Enter the URL that the banner must point to.

Product banners

A product banner points to a *random* product from the store catalog.

Product banners can have the following attributes:

- Title - Title of the banner.
- Width - Banner width (pixels).
- Height - Banner height (pixels).

> **Note:** If no banner width and height are defined, the banner size will be automatically adjusted to the contents of the banner.

- Image - Position of the product image in the banner (at the top or at the bottom, or do not show the image in the banner).
- Product name - Position of the product name in the banner (at the top or at the bottom, or do not show the product name in the banner).
- Short description - Position of the short product description in the banner (at the top or at the bottom, or do not show the short product description in the banner).
- Align - Alignment of the banner's contents.
- Show border - If selected, the banner is displayed inside borders.
- Add to Cart - If selected, the visitor who clicks on the banner is redirected to the store with the product already added to the cart. Otherwise, the visitor is redirected to the product details page.
- Open in a new window - If selected, the link opens in a new browser window/tab.
- Status - Status of the banner (*Active* or *Disabled*).

9.3. Plans

Use this section to create and configure affiliate plans. When configuring a plan, you can specify the rules to calculate the commission, set the commission rates (including separate rates for multi-tier affiliates), and assign products and product categories to the plan.

Every affiliate plan can include three types of commissions: basic commission (if any purchase was made), product-based commission (if a certain product was purchased) and category-based commission (if a product from a certain category was purchased). Commissions are never summed up, and an affiliate can receive one commission only. The top priority is the product-based commission that the affiliate receives if the promoted product belongs to the plan's product list. If no, the affiliate receives the category-based commission if the promoted product is from a category that belongs to the plan's category list. If none of the two commission types can be applied, the affiliate's commission is calculated according to the rate for the *Payout sales* action.

Plan attributes

General tab:

- Name - Name of the affiliate plan as it appears on the storefront.
- Description - Description of the plan that is shown to your affiliate partners together with the other plan details.
- Life span of customer cookie - Cookies expiration period. This actually means that the affiliate partner who has referred the user is going to receive a commission even if the referred user does not buy something immediately, but a few days later. It is only critical that the user keeps within the cookies expiration period.
- Initial incentive balance - Incentive monetary payment to be credited to the account of a newly registered affiliate.
- Minimum commission payment - Minimum amount of commission affiliates must earn at their account before they can get paid.
- Commission calculation based on product price - If selected, the commission is calculated from the product price. Otherwise, you can set up individual rates for every product and category assigned to the plan.

- Show orders - If selected, the order ID is shown to the affiliate as a link that points to the order details.
- Coupon commission should override all the others - If selected, product and category-based commission rates are ignored if a coupon commission was applied.
- Status - Status of the plan (*Active* or *Disabled*).
- Commission rates - Commission to be credited to affiliates' accounts when an event occurs:

  Show banner = An affiliate banner was viewed.

  Click = An affiliate banner was clicked on.

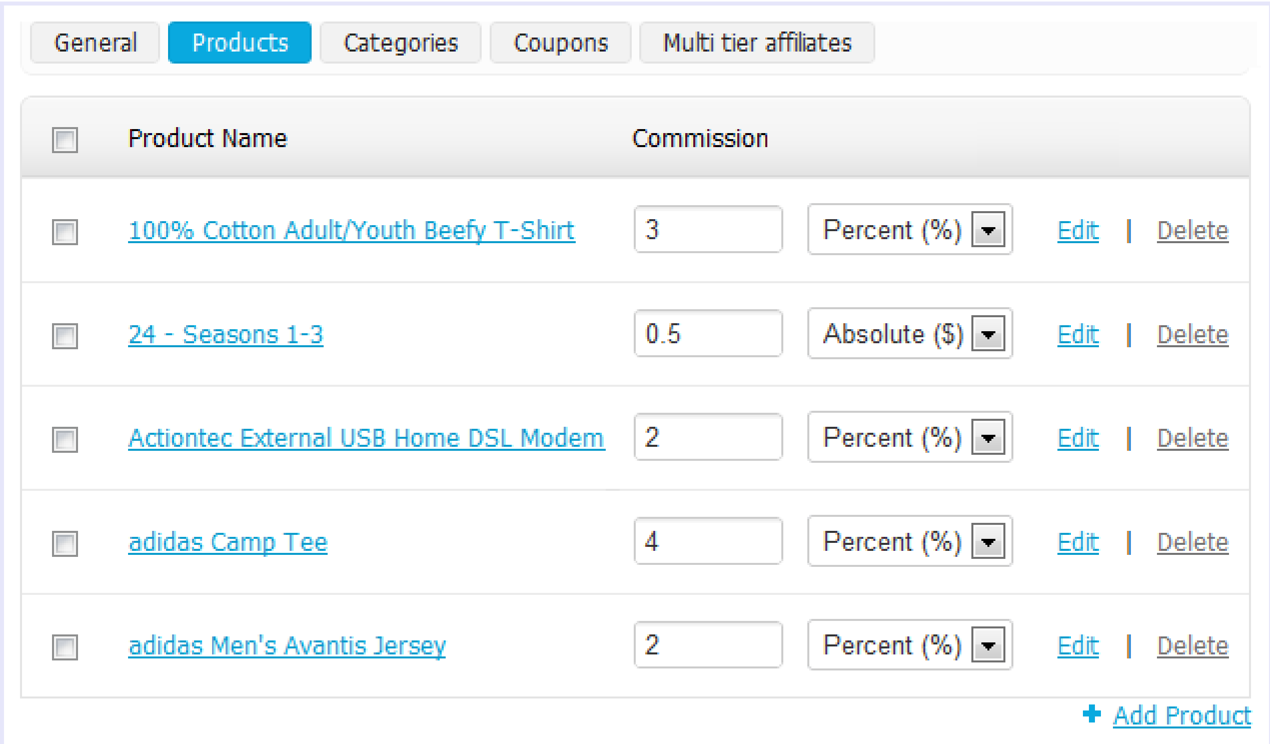
  Payout sales = A referred visitor made a purchase.

  New customer = A referred visitor registered at the store.

  New affiliate = A referred visitor signed up for an affiliate program.

Products tab:

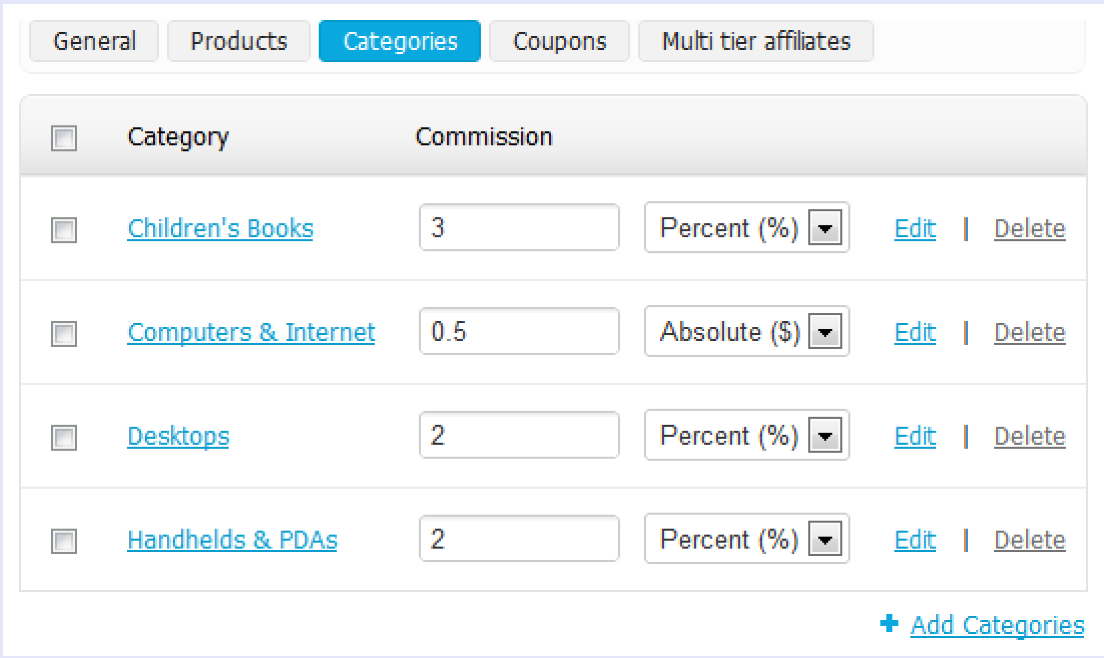
In this tab, assign separate products to the plan and define individual commission rates for each product in the list. The rates can be either a fixed amount or a percentage of the product cost.



Categories tab:

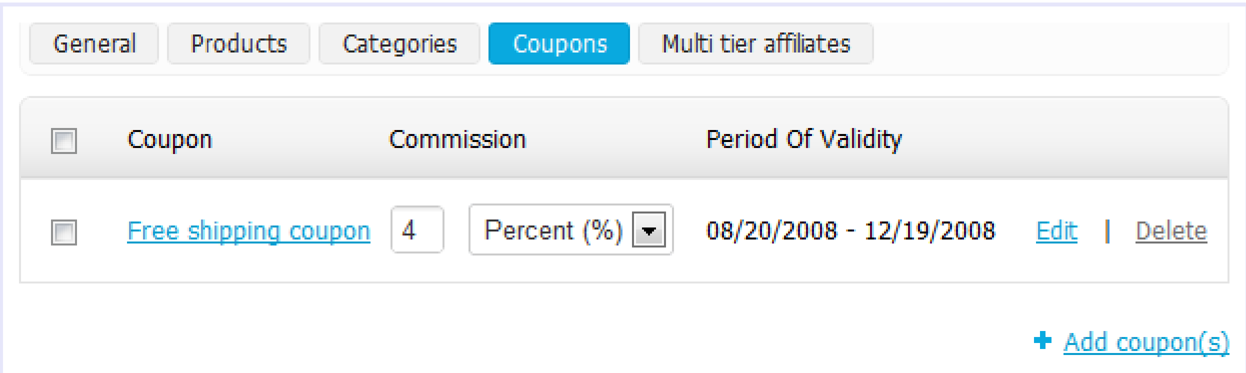
In this tab, assign separate categories to the plan and define individual commission rates for each category in the list. The rates can be either a fixed amount or a percentage of the product cost.

Important: Sales commissions does not automatically apply to child categories (subcategories).



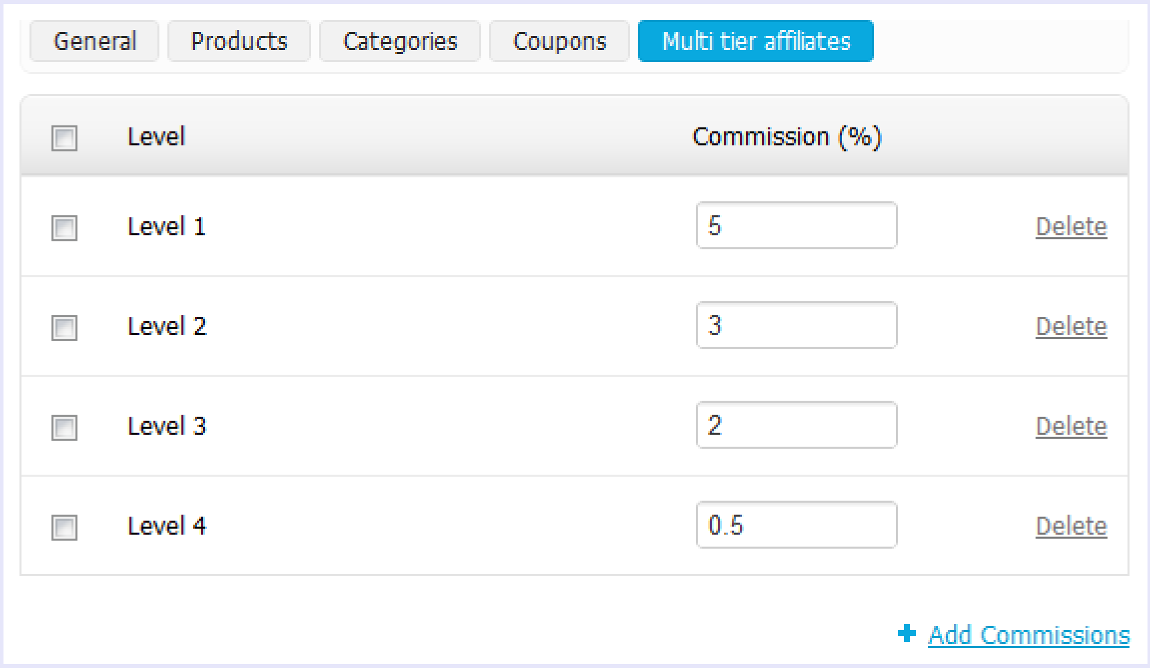
Coupons tab:

In this tab, define the commission rates for applying coupons that your affiliates will distribute among their customers. Here you need to choose a coupon from the list of available coupons in the store and specify the commission rate. Coupons are created in **Products** → **Promotions** and must have the *Coupon code* parameter as a condition.



Multi tier affiliates tab:

In this tab, you set up the commission rates for multi-tier affiliates. For a description of how multi-tier affiliate commission is calculated, please see the root topic of this chapter.



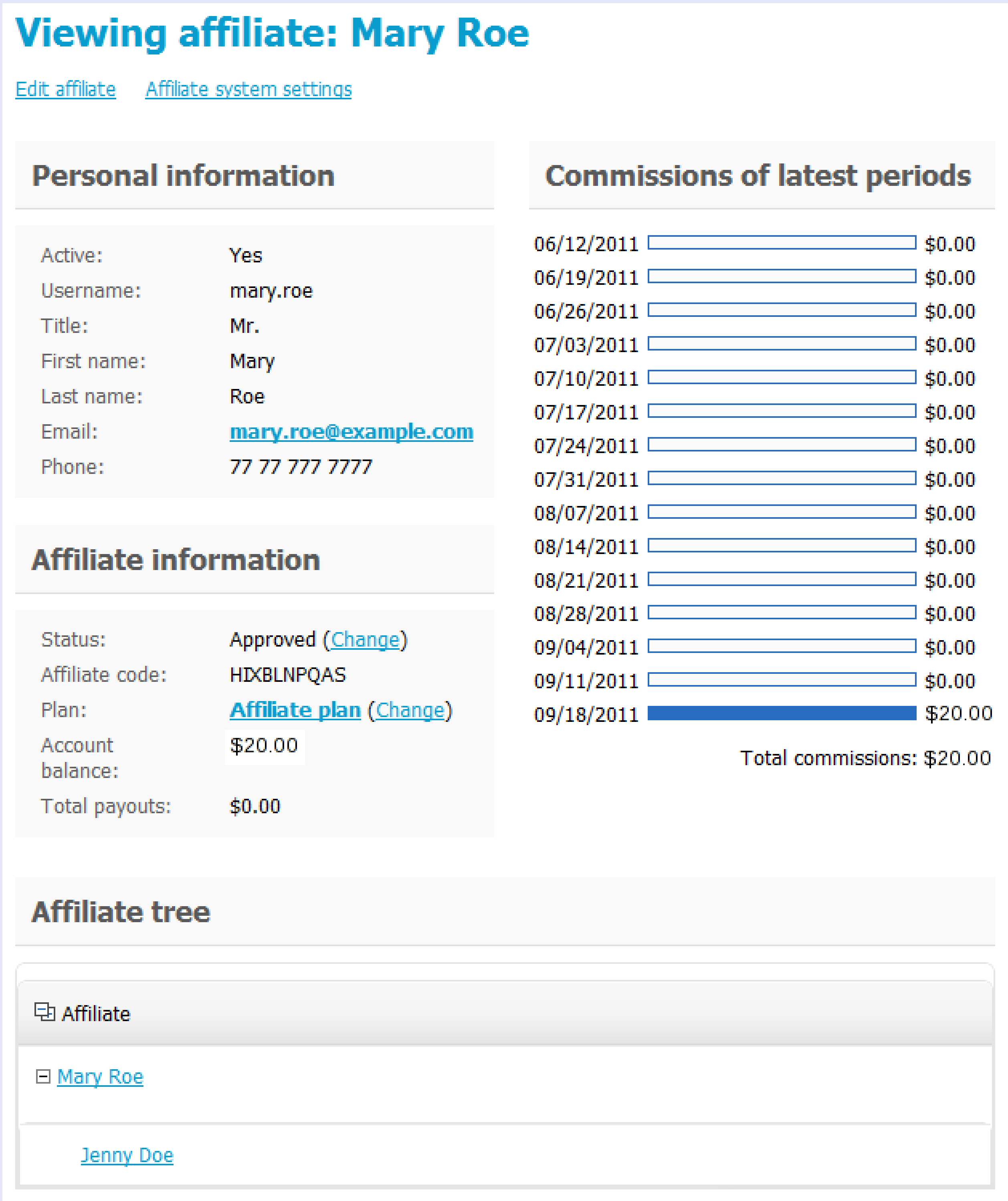
9.4. Affiliates

Use this section to manage your affiliate partners. Here you can add new affiliates as well as approve or decline applications registered through the storefront.

The section contains a list of affiliates registered at the store.

- ID - Identification number of the affiliate.
- Username - Unique name to identify the affiliate.
- Name - Full name of the affiliate.
- Registered - Date and time when the affiliate registered at the store.
- Status – Affiliate's status (*Approved*, *Awaiting approval* or *Declined*).
- Plan – Affiliate plan to which the user is assigned.

To view the detailed information about the affiliate, click on the affiliate's name. This will open a section containing the partner's personal and affiliate details, the statistics of the partner's activity and the partner's affiliate tree.



Approving/disapproving applications

To change the status of an affiliate to *Approved* or *Declined*, select the check box corresponding to the affiliate and click on the **Choose action** link below the list of the affiliates, then select the required action.

9.5. Approve commissions

Use this section to approve or disapprove affiliate commission.

When you open the section, you see a list of the commissions that have been earned by your affiliates. Each commission charge is presented as a separate list item with the following attributes:

- Action - Action for which the commissions was charged.
- Date - Date and time when the commission was charged.
- Cost – The amount of the commission.
- Customer – Name of the customer who made the promoted purchase. If the buyer is not registered at the store, this cell contains the buyer's IP address.
- Affiliate – Name of the affiliate who receives this commission.
- Banner - Banner that was used to promote the sale.
- Status - Status of the commission.
- Extra - Additional information about the commission, including the order ID, the name of the product for which the commission was charged, etc.

To approve or disapprove a commission, select the check box for the commission and click on the **Choose action** link below the list, then choose the required action.

Note: In order to approve commissions automatically, select the **Automatic approval of affiliate commissions** check box on the configuration page for the Affiliate add-on (**Administration** → **Add-ons** → **Affiliate**).

The section also displays the statistics of how commissions are distributed according to the action for which the commissions were charged. To see the statistics, click on the **General statistics** link above the list.

General statistics ▸

Action	Count	Sum	Avg	Affiliates
Show banner	0	$0.00	$0.00	0
Click	1	$0.50	$0.50	1
Payout sales	0	$0.00	$0.00	0
New customer	0	$0.00	$0.00	0
New affiliate	0	$0.00	$0.00	0
Use coupon	0	$0.00	$0.00	0
Initial balance	4	$200.00	$50.00	4
Total	**5**	**$200.50**	**$40.10**	**4**

Percentage of banner clicks and banner shows: ---

Percentage of sales and banner clicks: 0

9.6. Pay affiliates

Use this section to process payments that your affiliates have earned as a commission.

Important: When you process a payment, you only mark the commission as paid out, and the payment appears in **Affiliates** → **Payouts** among the other payouts in your store. The money does not automatically go to the affiliate's bank account – you are encouraged to pay the commission to your affiliates in any preferable manner.

The section contains a list of affiliate payments that need processing. Each item in the list has the following attributes:

- Username – Affiliate's user name.
- Affiliate – Affiliate's full name.
- Amount of Approved Actions – Total affiliate's commission that was approved, but not yet paid out.
- Amount of Actions Awaiting Approval – Total affiliate's commission that has not been approved.
- Date of Previous Payment - Date when you last paid the commission to the affiliate.

To process a payment, select the check box corresponding to the payment and click the **Process selected** button below the list. After the payment is processed, it appears in **Affiliates** → **Payouts** among the other payouts.

9.7. Payouts

This section contains a list of all monetary commission payments to the affiliates.

Each item in the list has the following attributes:

- Affiliate – Affiliate's full name.
- Amount – Amount of the paid commission.
- Date – Date when the commission was paid out.
- Status – Status of the payout (Open or Successful).

By clicking on the **View** link corresponding to the payout record in the list, you can see detailed statistics on the payout:

- Affiliate – Affiliate's full name.
- E-Mail – Affiliate's email address.
- Date range – Period when the commission was earned.
- Amount – Total amount of the paid commission.
- Action – Type of action for which the commission was charged.
- Date - Date and time when the commission was charged.
- Cost - Amount of the commission charged for the action.
- Customer (IP address) – Name and IP address of the customer who made the promoted purchase or did some other action.
- Banner – Banner that was used to promote the sale.
- Additional data - Additional information about the commission, including the order ID, the name of the product for which the commission was charged, etc.
- Status – Status of the commission payment (Approved, Awaiting approval, Paid-up, Approved and paid-up).

9.8. Accounting History

This section provides a summary of the commission payments in your store.

The summary represents a per affiliate statistics where each entry has the following attributes:

- Username – Affiliate's user name.
- Affiliate – Affiliate's full name.
- Account Balance – Current balance of the commission that was approved, but not yet paid out.
- Last Payout – Date when you last paid the commission to the affiliate.
- AVG Payout – Affiliate's average payout.
- Total Payouts – Total amount of the commission paid to the affiliate.

The bar appearing next to the payout total represents the ratio of this affiliate's payout total to the largest payout total in the store. The full bar (all blue) is displayed for the affiliate who has the largest payout total.

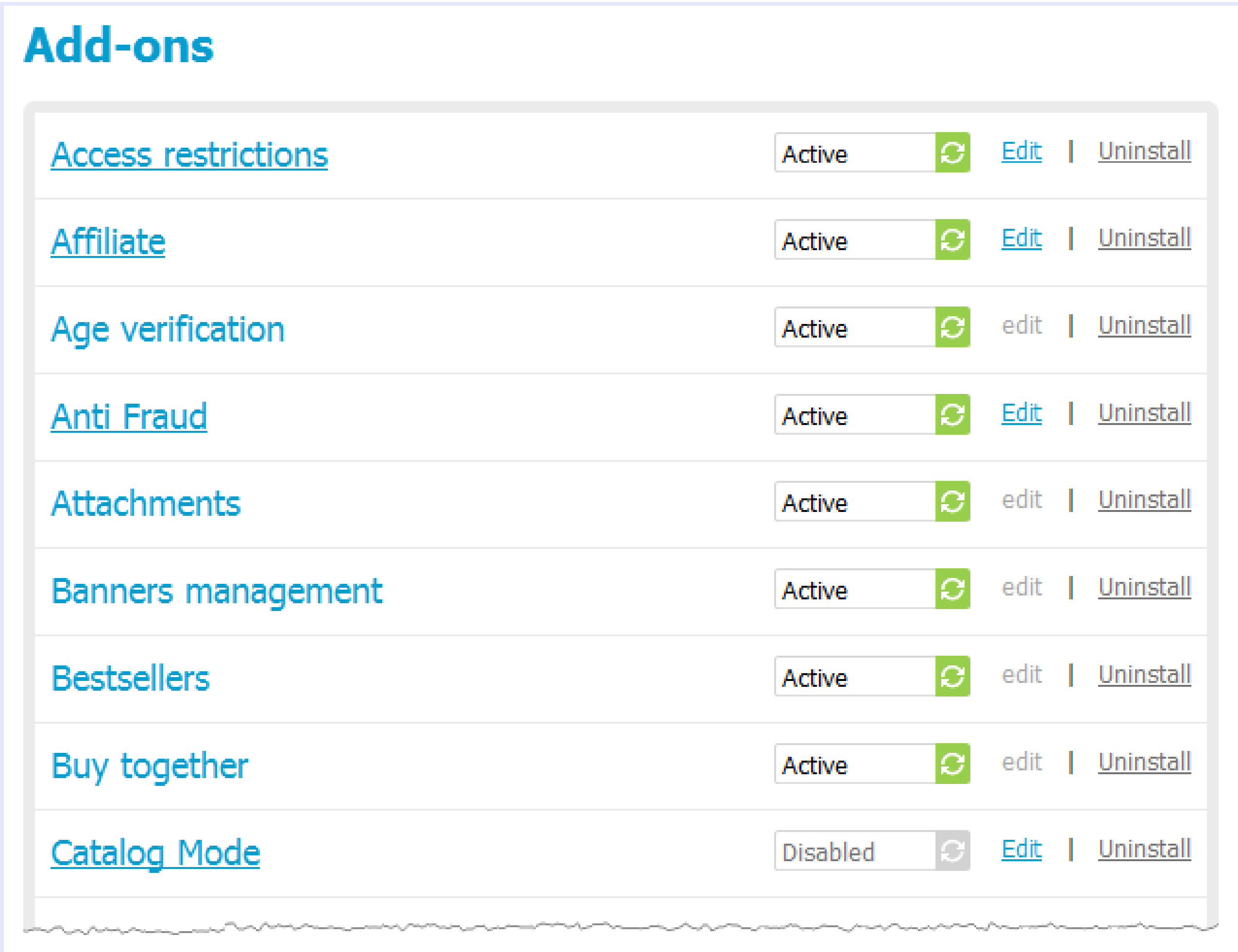
10. Administration

This area of the Administration panel is literally the main part of the administrator interface. It is used to configure and maintain the store. Here you can adjust global settings, enable and configure add-ons, import and export store data, make a back up copy of the store database, control the accessibility of the store, etc.

10.1. Add-ons

CS-Cart is a scalable solution, and its core capacity can be greatly enhanced through many add-on modules included in the regular distribution package. Each module introduces a particular functionality or feature that can be easily turned on or off without affecting other components.

For convenience, the administration panel has a special section to manage all add-on modules in one place (**Administration** → **Add-Ons**). The section contains a list of modules and a few control elements to manage the modules.



Enabling/disabling add-on modules

To turn a module on or off, click on the current module status to expand a list of applicable statuses and finally select the required status.

Configuring add-on modules

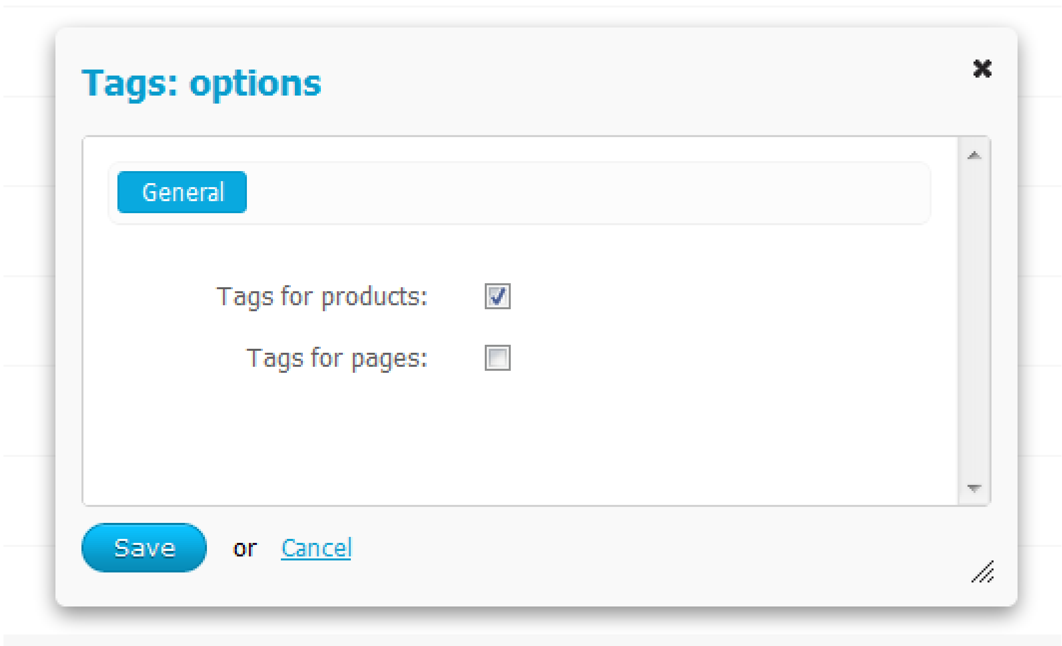
For some modules you can adjust module-specific options and preferences.

Important! Modules with a grayed out **Edit** link do not have editable parameters and cannot be configured.

To configure a module:

1. Click on the **Edit** link next to the order status.

   This will open a form containing editable parameters.



2. Edit the values of the fields in the form.
3. Click **Save** to apply the changes.

10.1.1. Access restrictions

This module empowers you to limit access to the administration panel and customer storefront based on users' IP-addresses.

Administration panel settings

The following parameters define access rules to the administration panel.

- Login to the admin area from specified IPs only - If selected, the administration panel can be accessed from a limited range of IP-addresses defined in **Administration** → **Store access**.

> **Note**: When you enable this option, your current IP-address is automatically added to the list of allowed IP-addresses.

- Block IP after a number of unsuccessful attempts - If selected, the system blocks the user IP-address after a series of failed login attempts made from this IP-address during a certain period of time. The number of attempts and the surveillance period are defined in the fields below.
- Number of unsuccessful attempts - Number of failed login attempts before the system blocks the IP-address.
- Time between unsuccessful login attempts - Number of seconds to include the series of failed login attempts after which the system blocks the IP-address.
- Time for which the IP should be blocked - Number of hours before the system unlocks a blocked IP-address.

> **Note:** When an administrator's IP is blocked, it appears among banned IP addresses in **Administration** → **Store access/Administration panel** having the active status. Changing the status to "disabled" unlocks the IP-address after the locking period is over.

Customer storefront settings

- Block IP after a number of unsuccessful attempts - If selected, the system blocks the user IP-address after a series of failed login attempts made from this IP-address during a certain period of time. The number of attempts and the surveillance period are defined in the fields below.
- Number of unsuccessful attempts - Number of failed login attempts before the system blocks the IP-address.
- Time between unsuccessful login attempts - Number of seconds to include the series of failed login attempts after which the system blocks the IP-address.
- Time for which the IP should be blocked - Number of hours before the system unlocks a blocked IP-address.

Also Read in CS-Cart Knowledge Base

- Disabling Access to the Store for Customers From Certain IP Addresses

10.1.2. Affiliate

This module empowers you to build a full-featured affiliate program in your store. For instruction on how to set up and manage affiliate programs please refer to the chapter Affiliate in this guide.

- Show affiliate code at front-end - If selected, an affiliate code of the refer appears on the storefront so that customers can dictate the code when, for example, making a phone order.
- Payment period - Period between commission payments.
- Number of last periods - Number of latest payment details displayed on the **Affiliate** page.
- Automatic approval of affiliate commissions - If selected, affiliate commission is approved automatically without bothering the store administrator.

Text banner

- Outline color - Color of the affiliate banner outline.
- Title text color - Color of the affiliate banner title.
- Text color - Color of the affiliate banner text.
- Text background color - Color of the affiliate banner background.

> **Important:** Color must be defined as hexadecimal HTML colors from #000000 for black to #FFFFFF for white.

Discount coupons

- Affiliate ID is used as coupon prefix - If selected, affiliate ID is added at the beginning of coupon codes.
- Delimiter between prefix and coupon-code - Character to separate the coupon prefix and the coupon code.

10.1.3. Age verifications

The Age verification module enables you to restrict customers' access to certain products and categories on the basis of their age. This add-on does not have configurable settings. To specify the minimum age to access a product or category, use the **Add-ons** tab on the respective page of the product or category.

10.1.4. Antifraud

Anti Fraud module is an integrated fraud screening facility supported by the MaxMind Anti-fraud service. The module offers advanced protection from fraudulent credit card transactions by estimating the risk factor according to multiple parameters, which include matching of the user's IP-address and user entered data, historic legitimate and suspicious activity, etc.

Since the module relies on the Maxmind Anti-fraud service, to start screening orders for frauds you need to have a valid account with MaxMind and subscribe to one of their fraud detection services.

- Maxmind license key - The license key that you received from MaxMind;
- Safe distance - Maximum number of kilometers between the billing address that the user provides and the physical location of his IP-address. If the detected distance fits into this value, the order will be considered non-fraudulent. According to the service, a large distance increases the risk factor.
- Max order total - Maximum order subtotal to qualify the order as a safe one. If exceeded, the order subtotal is considered to be too large, and thus suspicious. According to the service, a large order subtotal increases the

risk factor.

- Maximum risk factor - Decimal fraction or an integer within 1 to 10 representing the maximum risk factor. The greater the value, the higher the possibility of a fraud. If the risk factor returned by the screening service exceeds the maximum value, the order is placed with the status "Open" even if the transaction has been successfully processed by a payment system. The store administrator is supposed to review such an order, and manually change its status to "Processed" or "Failed". The recommended maximum risk factor is 2.5.

10.1.5. Attachments

The Attachments module empowers you to attach files to regular products in your catalog. This add-on does not have configurable settings.

10.1.6. Banners management

The Banners management module enables you to have custom logos and banners on the storefront. This add-on does not have configurable settings.

10.1.7. Bestsellers

The Bestsellers module empowers you to have a list of bestsellers on the storefront. This add-on does not have configurable settings.

10.1.8. Buy together

The Buy together module enables you to bind several products and offer a discount if the bound products are bought together. This add-on does not have configurable settings.

10.1.9. Catalog Mode

This module enables you to set products to be displayed only in the catalog mode with a direct link to an external website where the products are actually sold.

Important! If the store operates in the catalog mode, the following add-ons are automatically disabled as incompatible: Buy Together, Gift Certificates, Product Configurator.

Allow purchasing products with empty Buy Now URL - If selected, products with no specific link to an external website are supposed to be sold directly in the store and can be added to the cart.

10.1.10. Comments and reviews

This module enables you to manage customer feedback and discussions appearing on some of the storefront pages:

- Product and category pages;
- Order details;
- News;
- Gift registry;
- Content pages;
- Testimonials;

Products

- Posts per page - Maximum number of posts to appear on one page.
- Administrator must approve posts submitted by - Your moderation policy: require to approve posts submitted by all customers or non-registered customers only, or do not moderate posts at all.
- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per product from one IP-address. This can help you avoid spam and flames.
- Send notifications to this E-mail - Email address at which you want to receive a notification of new posts.

Categories

- Posts per page - Maximum number of posts to appear on one page.
- Administrator must approve posts submitted by - Your moderation policy: require to approve posts submitted by all customers or non-registered customers only, or do not moderate posts at all.
- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per category from one IP-address. This can help you avoid spam and flames.
- Send notifications to this E-mail - Email address at which you want to receive a notification of new posts.

Orders

- Posts per page - Maximum number of posts to appear on one page.
- Allow customer to initiate discussion - If selected, customers can start discussion.

News

- Posts per page - Maximum number of posts to appear on one page.
- Administrator must approve posts submitted by - Your moderation policy: require to approve posts submitted by all customers or non-registered customers only, or do not moderate posts at all.
- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per piece of news from one IP-address. This can help you avoid spam and flames.
- Send notifications to this E-mail - Email address at which you want to receive a notification of new posts.

Gift registry

- Posts per page - Maximum number of posts to appear on one page.

- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per registry from one IP-address. This can help you avoid spam and flames.

Pages

- Posts per page - Maximum number of posts to appear on one page.
- Administrator must approve posts submitted by - Your moderation policy: require to approve posts submitted by all customers or non-registered customers only, or do not moderate posts at all.
- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per page from one IP-address. This can help you avoid spam and flames.
- Send notifications to this E-mail - Email address at which you want to receive a notification of new posts.

Testimonials

- Posts per page - Maximum number of post to appear on one page.
- Administrator must approve posts submitted by - You moderation policy: require to approve posts submitted by all customers or non-registered customers only, or do not moderate posts at all.
- Only one post from one IP is allowed - If selected, customers are allowed to submit only one review or comment per testimonial from one IP-address. This can help you avoid spam and flames.
- Send notifications to this E-mail - Email address at which you want to receive a notification of new posts.
- Number of entries in the "Testimonials" box - Number of entries to appear in the box with customer testimonials.
- Testimonials - Select how testimonials should be displayed on the storefront.

10.1.11. Customers also bought

This module enables you to display a list of products that are usually bought together with the product that your customers are currently viewing. This add-on does not have configurable settings.

10.1.12. Data feeds

This module enables store administrator to create and export any number of custom product feeds of different formats. This functionality is useful when working with shopping directories like Google Product Search, Shopzilla, Shopping.com, etc. as you can adjust the set of fields and their orders according to the required export format.
Feeds can be regularly generated and uploaded to an FTP server or a web directory automatically. This task is controlled by a cron script. Here you can define your password to access the cron script.
For instructions on how to create and manage data feed, please refer to the section Administration > Data feeds in this guide.

10.1.13. Form builder

The Form builder module enables you to create forms and add them to store page. This add-on does not have configurable settings.

10.1.14. Gift certificates

This module enables your customers to order and apply gift certificates in your store. For a detailed description of this feature and the instructions on how to use gift certificates, please refer to the section Orders > Gift certificates in this guide.

- Minimal amount – Minimum worth of a new gift certificate.
- Maximal amount – Maximum worth of a gift certificate.
- Amount step – Deference between two neighboring fixed gift certificate costs that customers can select from a drop-down list. For example, with the minimum and maximum certificate cost of $100 and $1000 respectively, and the step of $50, customers can choose to order a certificate for $100, $150, $200, $250, ..., $950, $1000. Or they can enter a custom amount that lies between the minimum and maximum amount.

  Important: The values must contain no currency symbols.

- GC Code prefix – Prefix to be put before codes of all certificates created in your store.
- Gift certificates per page – Number of gift certificates appearing on a single page.
- Allow to use free products – If selected, a certificate can be bundled with products that the recipient gets at no charge. The cost of the bundled products is defrayed by the customer who orders the certificate.
- Allow to redeem shipping cost with gift certificate - If selected, gift certificates can be used to redeem shipping costs, not merely the order subtotal.

10.1.15. Gift registry

This module enables your customers to notify their friends about forthcoming events and highlight products they would love to receive as a present. For a detailed description of how this works and the instructions on how to create and manage events, please refer to the section Users > Events in this guide.

- Event can be created by - Your policy on registering events at your store: events can be created by anybody or registered customers only.
- Number of items in Events sidebox - Number of events to appear in the Events sidebox on the customer storefront.

10.1.16. Google Analytics

This module helps you integrate your store with Google Analytics, an advanced web analytics solution that generates detailed statistics about the visitors to your website and gives you rich insights into your website traffic and marketing effectiveness.

Information on Google Analytics is available on the official website at http://www.google.com/analytics/.

- Tracking code – Your Google Analytics tracking code (the value of the variable *_uacct*).
- Track e-commerce transactions – If selected, Google Analytics tracks ecommerce activity in your store and generates appropriate reports.

10.1.17. Google Export

This module enables the ability to export products from the catalog Google Product. To configure connection details, use section **Settings** → **Google Base**. To configure export options, use section **Administration** → **Export Data** → **Products** → **Google base**.

10.1.18. Google sitemap

This module generates an XML sitemap of your web store, which is adapted to be easily parsed and understood by web crawlers. This makes website indexing easier and more qualitative. This improves the standing of your web store among popular search engines, including Google, Yahoo and MSN/Bing. Having an XML sitemap is highly recommended if you run a large store with a significant number of products and categories in the catalog.

The module allows you to configure options of each web store element that can be described in the sitemap: homepage, product pages, category pages, content pages, news, extended feature pages.

- Include in sitemap - If selected, the component is included in the sitemap.
- Update frequency - Time interval between two updates of an element.
- Priority - Priority of the element relatively to the other elements.

10.1.19. Hot deals block

This module enables you to have a special block on the home page of the storefront, which contains a custom set of products and categories. The add-on does not have configurable settings.

10.1.20. Janrain

This module enables Janrain Engage service in your store. This service encourages your visitors to use their existing accounts with social platforms like Facebook, Twitter and PayPal for registration and login in your store. Please learn more details at www.janrain.com/products/engage .

Before using this add-on, you need to subscribe to a free or paid Janrain Engage account at www.janrain.com/products/engage/pricing website. Once you have subscribed to Janrain Engage, complete the following fields in the add-on configuration form:

- API Key - Value of API Key in your Janrain account;
- Application Domain - Value of Application Domain in your Janrain account.

10.1.21. Live Help [Beta]

This add-on enables you to provide online and offline assistance to your store visitors. You can register operators who will chat with your customers in real time or answer their questions by email. Operators need to have Live Help application installed on their desktops: versions for Windows, Linux and MacOS X can be downloaded directly from the CS-Cart Helpdesk system at https://www.cs-cart.com/helpdesk (**File Area** → **Live Help (for CS-Cart 2.2.x)**).

The add-on has the following options:

- Show status image - If selected, the Live Help online/offline status icon is shown in the storefront.
- Show operators number - If selected, the number of free operators and operators online is shown in the storefront.
- Allow to start chat - If selected, operators are allowed to poke store visitors and invite them to chat.
- Allow to leave a message - If selected, customers are allowed to leave a message to operators whatever the Live Help status (online or offline).
- Visitor data keeping time (in days) - Number of days for which visitors' data to be kept in the database.
- Uploaded files keeping time (in minutes) - Number of minutes for which the files uploaded by the visitors are kept in the database.

Note! To supervise live chat assistance in your store, use section **Live Help**.

10.1.22. My changes

This module enables CS-Cart to keep track of changes that you make in the code of the store. Changes are kept in the directory <cscart_dir>\addons\my_changes, and the changes are applied as a separate add-on. This considerably simplifies the upgrade process. For instructions and recommendations on how to customize CS-Cart, please refer to the API documentation at docs.cs-cart.com .

The add-on does not have configurable settings.

10.1.23. MYOB

This module enables you to export orders in a file that can then be imported into the MYOB accounting system.

10.1.24. News and emails

This module empowers you to publish news in your store and send newsletters to your customers. For instructions on how to manage news, newsletters and subscriptions, please refer to the section Website in this guide.

- Newsletters sent per step - Number of email messages that can be sent at a time.

Advanced mailing server options

- Method of sending e-mails - Method you prefer to send newsletters through (external SMTP server, PHP mail () function or Sendmail).

SMTP server settings

- SMTP host - Host name of the SMTP server.
- SMTP username - Username to connect to the SMTP server.
- SMTP password - Password to connect to the SMTP server.
- Use SMTP authentication - Select if your SMTP server requires authentication.

Sendmail settings

- Path to sendmail program - Absolute path to the executable file for Sendmail.

10.1.25. Order barcode

This module provides the ability to add barcodes to invoices. A barcode is a machine-readable representation of data in the form of parallel lines and spacings of different widths. Barcodes that are printed on the invoices contain information about the orders.

- Type - Barcode type.
- Output - Format of the image for the barcode.

- Text - Enable or disable text under a barcode.
- Height - Barcode height in pixels.
- Width - Barcode width in pixels.
- Resolution - Barcode image resolution.
- Text Font - Size of the text included in the barcode.
- Barcode prefix - Prefix before the barcode number.

10.1.26. Polls

This module enables you to place custom surveys and polls on the storefront. For instructions on how to create surveys and polls, please refer to the section Website > Content in this guide.

- Votes on page – Number of surveys and polls appearing on a single page.
- Answers on page – Number of answers appearing on a single page.

10.1.27. Price list

This module empowers you to generate and public your product catalog in the PDF and XLS formats.

- Fields - Fields to be included in the price list.
- Sort by - Order in which products are arranged in the price list.
- Group by category - If selected, products in the price list are grouped according to categories that they belong to.
- Include product options - If selected, the price list contains product options.

10.1.28. Product configurator

This module enables you to create and sell configurable products in your store. The add-on does not have configurable settings.

10.1.29. Quick search

The Quick search module was designed to make the search process on the storefront easier and quicker. You can configure this add-on by specifying the following settings:

Search result appearance

- Number of user search phrases - Number of search phrases to be displayed in the search result drop-down list.
- Number of products in search result - Number of products to be displayed in the search result drop-down list.

- Number of news reports in search result (you should enable "Search in news" first) - Number of news reports to be displayed in the search result drop-down list.
- Number of pages in search result (you should enable "Search in pages" first) - Number of pages to be displayed in the search result drop-down list.
- Show product images in the popup menu (The "Search in pages" and "Search in news" options must be disabled) - If selected, the product image will be displayed next to the product name in the search result drop-down list.

Search settings

- Minimal phrase length - Number of characters to be typed to activate quick search.
- Cache the found search results - If selected, the search result will be saved. Note, you will have to clear the store cache each time a new product is added, otherwise, it will not be displayed in the search results.
- Search by product code - Select to search by the product code.

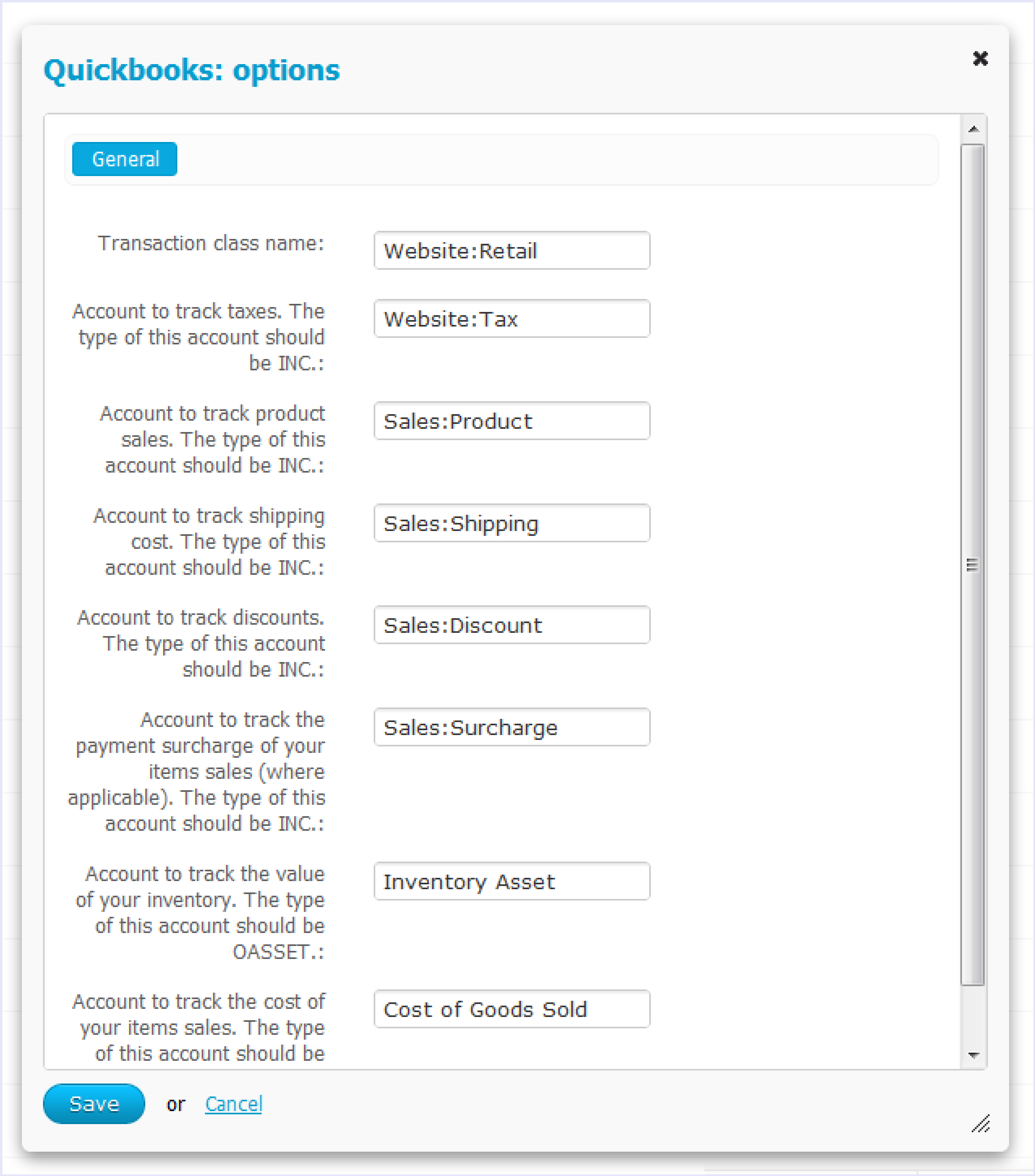
Search by product name

- Search products only by product name - If selected, the search will be performed by the product name only.
- Match type - To make the search results more precise, select whether to perform the search by any of the typed words, all of the typed words or an exact phrase.

Note: For proper functioning of the Quick search add-on on the storefront, please generate the product catalog by clicking on the link on the add-on configuration page.

10.1.30. Quickbooks

This module enables you to export orders in IIF (Intuit Interchange Format) files that can then be imported into QuickBooks. Here you can adjust some parameters of exported IIF files.



For instructions on how to handle IIF files and their contents, please refer to the official QuickBooks documentation and support resources.

10.1.31. Recurring billing

This module introduces support for regular scheduled payments into your web store. This is especially useful when you have to deal with subscription-based products of different kinds and need to simplify the billing and charging processes. For instructions on how to implement and use a recurring billing system in your store, please refer to the sections Orders > Recurring plans in this guide.

General

- Initial status for new recurring orders - Status that must be automatically assigned to new orders containing subscriptions.
- Number of attempts after order failed - Number of attempts to pay for orders that have previously failed to be paid.
- Next attempt if order failed - Days before another attempt to pay a failed order can be made.

Orders

In this tab, you can set custom subjects and headers for the email notifications that subscribers will receive when statuses of their orders are changed.

Notification

Here you set up rules for notifications sent to subscribers.

- Notification duration - Number of days preceding the payment when the subscriber starts receiving reminders.
- E-mail subject - Subject of a corresponding email notification.
- E-mail header - Header of a corresponding email notification.

If you are confused about different types of notifications, please find the details in the section Orders > Subscription events in this guide.

10.1.32. Required products

This module enables you to define a list of products that must be bought together with a particular product. This add-on does not have configurable settings.

10.1.33. Reward points

This module enables a point-based bonus program in your store. In such a program, customers are rewarded for a product with a certain amount of bonus points that they receive at their accounts. Later they can use these points to pay for other products or just reduce the original products cost if the existing amount of points does not cover it completely. Points can be bound to a separate product or product category. In the latter case, a customer receives points for purchasing any product from the category. Alternatively, points can be given as a part of a membership level, i.e. points are assigned to a user group and all customers who belong to the user group receive points every time they buy a product.

The possibility to buy a product for points is defined individually for each product. The product's worth in points may be calculated automatically depending on the global settings or be set up individually for each product. The amount of points earned with the product can be inherited from the category settings or be specific to that product only. All individual values are set up in the **Reward points** tab of the product details page.

- Points Exchange Rate (PER) – Global exchange rate to convert monetary product costs to points. The value you enter here is the number of points to cover one monetary unit (e.g., $1, €1 or £1), which is the default store currency. For example, with the exchange rate of 10 points and the product cost of $50, the product's worth in points is 500 points (50*10).
- 'Price in points' is calculated automatically on PER basis – If selected, products' worth in points is calculated automatically based on the global exchange rate.
- 'Price in points' is recalculated taking into account discounts – If selected, product's worth is recalculated after discounts are applied.
- 'Points' is recalculated taking into account discounts - If selected, points are recalculated after discounts are applied.
- 'Price in points' is recalculated taking into account order discounts – If selected, product's worth is recalculated after order discounts are applied.
- 'Points' is recalculated taking into account order discounts - If selected, points are recalculated after order discounts are applied.
- If the product and the product category do not have defined reward points but the higher level category has such reward points, extract data from it – If selected, categories and products with no bundled points inherit the amount of reward points from a higher level category.
- If several reward points can be applied, set – The rule to handle multiple bonuses. Select whether to give a minimum or maximum bonus when multiple bonuses can be applied.
- Apply zero reward point values - If selected, members of a user group for which zero reward points are defined will not get reward points. Otherwise, one of the other rules will apply to this user group, and its members will receive reward points according to the rule.
- Log lines per page – Number of records from the log to be displayed on a single Reward points log page.

10.1.34. RMA

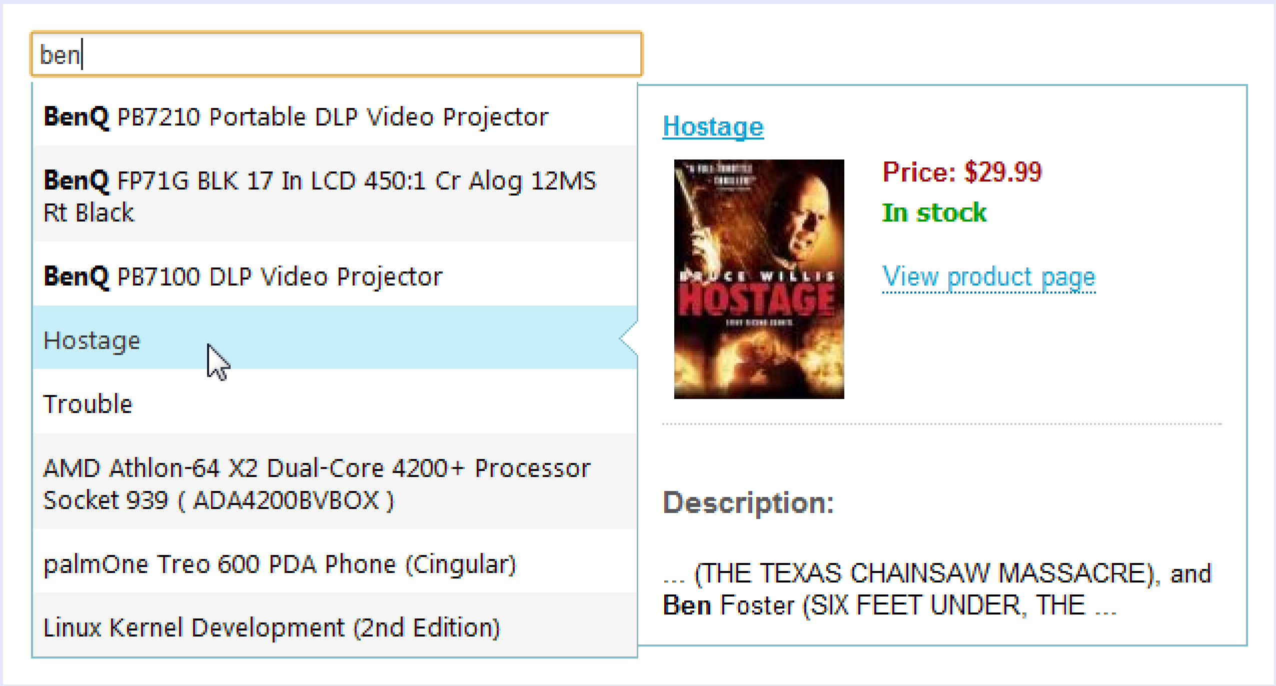
RMA stands for *return merchandise authorization*. This module is designed to simplify the process of managing product returns. When the module is enabled, customers can register product return requests specifying the reason for the return and providing other related information. Store administrators can then handle requested returns through a special section of the administration panel. For instructions on how to handle registered product returns, please refer to the section Orders/Product returns. Return requests are allowed only for products that are marked as returnable. This option together with the return period is controlled separately for each product in the catalog at the product details page.

- Display product return period - If selected, product return period is displayed on the storefront.

- Do not take weekends into account when calculating product return period - If selected, Saturdays and Sundays are excluded from the return period.

10.1.35. Searchanise

The Searchanise add-on integrates CS-Cart with the SaaS-solution of the same name (http://searchanise.com/). It adds enhanced instant product search to the storefront by replacing its regular search bar with a special search widget. Shoppers see search results as they type in the search bar, and can quickly review the found products. So, customers can get to the right product way much faster because they don’t even have to finish typing while the preview box forms the first impression of the product.

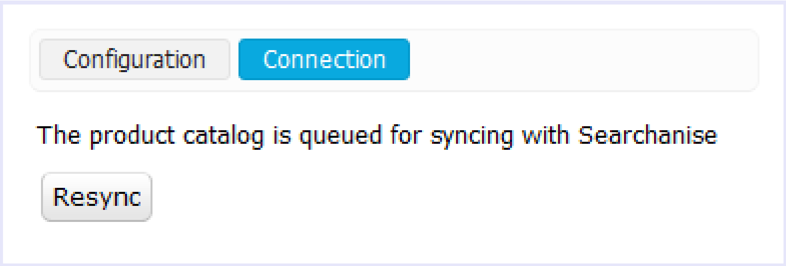


Important! Searchanise is incompatible with the Age Verification add-on because this add-on can be used to control access to products on the category level, but Searchanise processes store data on the product-level and does not take account of categories and their properties.

10.1.35.1. Syncing up data

Under the hood, search results are received from Searchanise in the real-time mode. However, Searchanise doesn't retrieve data from your store database at the moment when the shoppers type in their requests as this would load the database server and significantly slow down the performance. Instead, Searchanise keeps a snapshot of the store products on its servers, and returns search results based on this snapshot. Such data includes the product description, price, features and images/thumbnails.

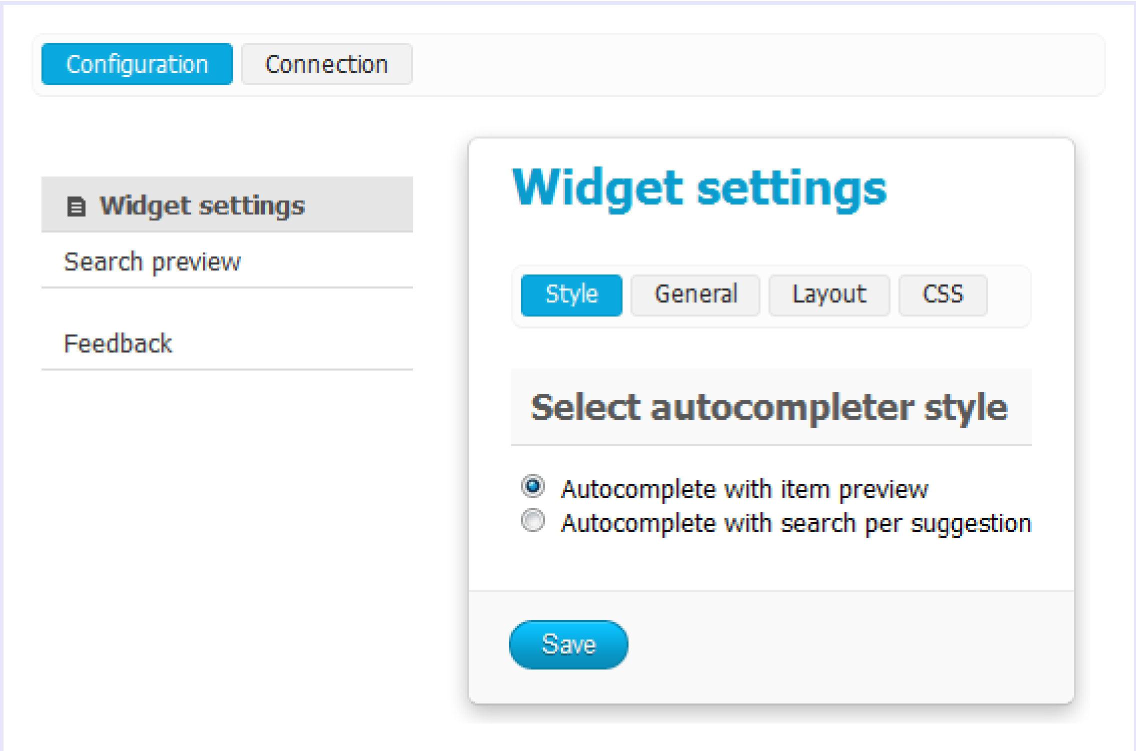
Every time when you make any changes to the products in the store catalog, these changes need to be updated on the side of Searchanise so that the service could return relevant search results. The add-on tracks such changes and automatically syncs then with Searchanise. Usually, it takes two or three minutes to complete.
However, you can force to synchronize data by clicking **Resync** on the add-on's configuration page **Administration** → **Add-ons** → **Searchanise** → **Connection**.



This is rather a time-consuming operation that is unnecessary in most cases. Manual syncing is required only when the product catalog has been updated in an unconventional manner. For example, directly in the MySQL database or as a result of custom programming.

10.1.35.2. Fine-tuning the search widget

The new search bar gets seamlessly integrated with the current skin of the storefront. Still there is a room for fine-tuning the outwards appearance of the auto-complete form and the product preview box. This is done on the add-on's configuration page in **Administration** → **Add-ons** → **Searchanise** → **Configuration**.



Style

These controls regulate the style behavior of the widget.

- `Autocomplete with item preview` - If selected, the search auto-completion form suggests words and word combinations that are found in the names and descriptions of products as well as certain products that are likely to meet the request being typed.
- `Autocomplete with search per suggestions` - If selected, the search auto-completion form suggests only words and word combinations that are found in the names and descriptions.

General

These controls regulate the general behavior of the widget.

- `Show autocomplete box` - Controls whether the search auto-completion should be enabled in the widget. When cleared, the widget does not suggest words and products disregarding any other selected options.
- `Show product preview in autocomplete box` - Controls whether the product preview box should be enabled in the widget. When cleared, quick product preview of for the suggested words and products is disabled.
- `Product description length` - Length to which the product description will be truncated in the product preview box.

Layout

These controls regulate the appearance of the auto-complete box and the product preview box.

- `Template for the item in autocomplete box` - Look and feel of an item in the drop-down list of suggested products. In this text field, you can specify variables that stand for a particular product attribute (see below) and a custom HTML/CSS-based layout. Make sure to use CSS classed defined in under the **CSS** tab on this page.
- `Template for the preview in autocomplete box` - Look and feel of the product preview box. In this text field, you can specify variables that stand for a particular product attribute (see below) and a custom HTML/CSS-based layout. Make sure to use CSS classed defined under the **CSS** tab on this page.

Variable	Substitution for
${product_id}	Product ID in the store base.
${title}	Product name.
${description}	Full product description.
${link}	Link to the product's detailed page.
${price}	Product price. Note that it does not consider the currency, so you need add the currency sign to the price.
${quantity}	Number of product items in stock.
${product_code}	Product's SKU.
${image_link}	Physical location of the original product image in the store.
${image1}	HTML-wrapped 120x120px product image. This variable is transformed to HTML tag like `<img scr="physical_location" class="snize-item-image" width="120" height="120" border="0">`

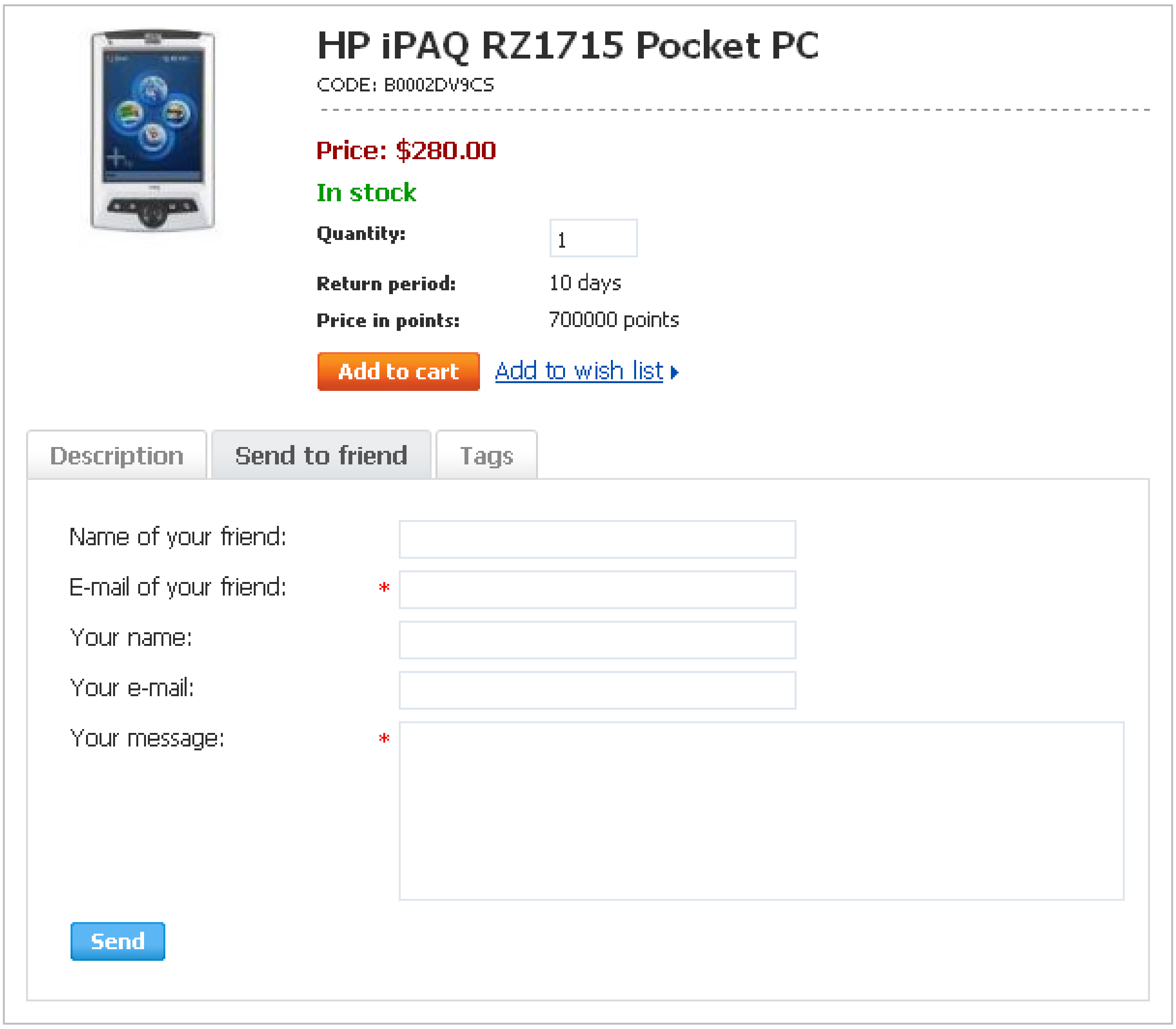
${image2}	HTML-wrapped 50x100px product image.
${image3}	HTML-wrapped 100x150px product image.
${image4}	HTML-wrapped 200x300px product image.
${image5}	HTML-wrapped 300x400px product image.
${image1_src}	Physical location of a 120x120px product image on the Searchanise servers.
${image2_src}	Physical location of a 50x100px product image on the Searchanise servers.
${image3_src}	Physical location of a 100x150px product image on the Searchanise servers.
${image4_src}	Physical location of a 200x300px product image on the Searchanise servers.
${image5_src}	Physical location of a 300x400px product image on the Searchanise servers.

CSS

CSS classes that can be used to for the layout of items in the drop-down list of suggested products and the product preview box.

10.1.36. Send the page link to a friend

This add-on module adds the **Send To Friend** form to every product details page allowing your store visitors to tell their friends about the products in your store.



10.1.37. SEO

SEO is a common acronym for "search engine optimization". Obviously, the module aims at helping you optimize your web store for search engines and improve its ranking. Optimization consists in replacing unattractive dynamic URLs like `http://www.example.com/index.php?dispatch=products.view&product_id=1533` containing query strings and ancillary data with clean search engine friendly URLs like `http://www.example.com/true_product_name.html` . Such URLs not only help search engines to index store pages, but they also improve your customers' experience as clean URLs are human-readable and thus are easy to perceive and remember.

- Product/page SEF URL format - Pattern for clean URLs for storefront product pages.
- Category SEF URL format - Pattern for clean URLs for storefront category pages.
- Use single URL for all languages - If selected, the same URL is used to address a page disregarding the current page language. Otherwise, the page is referred to by several separate URLs according to the languages that the page can appear in.

- Show language in the URL - If selected, URLs include the code of the language in which the referred page is displayed. The code follows the host name and the directory name.

Important: The module requires that your web server have a URL rewriter installed. For the Apache HTTP Server or any Apache interchangeable implementation it must be the mod_rewrite module. For Microsoft's Internet Information Server (IIS) it must be ISAPI_Rewrite.

10.1.38. SMS notifications

This module enables you to receive SMS notifications about some routine events that occur in your store and may require immediate response. The module utilizes the resources of Clickatell Gateway, a trustworthy mobile messaging platform. This implies that you have registered an account with Clickatell.

- Phone number – Phone number to receive notification at.

Clickatell settings

- Username – Your username with Clickatell.
- Password – Password to access your Clickatell account.
- API ID – Unique API ID that you received during the registration.
- Use Unicode - Select to send SMS in the Unicode format.
- Split long sms into several parts - Select whether to split long SMS into shorter parts to avoid possible loss of information.

Send SMS if

- New order has been placed – Select to receive notifications about new orders.
- New customer has been registered – Select to receive notifications about newly registered customers.
- Product quantity is less than zero – Select to receive notifications about out-of-stock products.
- Only send when order total amount is more than – Minimum order subtotal to notify of.
- Only send for these shipping methods - Select shipping methods that must be used in an order so that you receive a notification.

SMS content

- Add payment info – If selected, payment details are included in the notifications.
- Add customers e-mail – If selected, customers' email addresses are included in the notification.

10.1.39. Statistics

This module activates intensive statistics gathering in your store. For details, please refer to the section Administration -> Statistics further in this guide.

- Define unique clients by - The way CS-Cart identifies unique visitors: through cookies or IP-address. We recommended you use cookies as this provides for a more precise statistics and avoids the mess with multiple users coming to your store from the same IP address.

10.1.40. Store locator

This module allows you to locate your brick-n-mortar stores on Google Maps. Maps with marked locations can then appear on the storefront so that customers can find a nearest point of sale. Locations are managed in **Administration** → **Store locator**.

- Google key – Your Google Maps API key. For details, please refer to the Google's official help page http://code.google.com/apis/maps/signup.html.

10.1.41. Tags

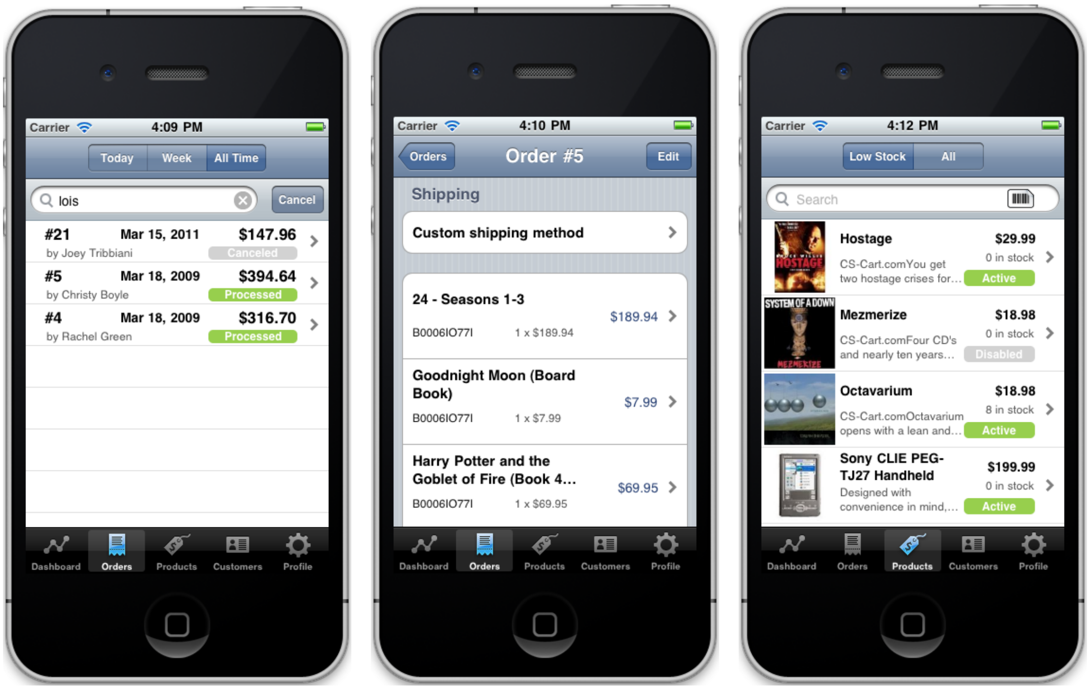
This module introduces support for tags assigned to product and content pages.

- Tags for products – If selected, customers are allowed to add tags to product pages.
- Tags for pages – If selected, customers are allowed to add tags to static content.

10.1.42. Twigmo

Add-on overview

Use this module to connect your store to the Twigmo service. This service enables you to control your online store from your mobile phone. Once connected, the module will process requests sent from this service and return the requested information, and you will be able to review the sales statistics and recent orders as well as searching and editing the most important data - products, orders and customers - just looking at and touching the screen of your mobile phone.



Furthermore, this module equips your store with a special storefront designed for mobile devices. When this option is enabled, the store automatically detects the type of device from which a customer has opened the store in the web browser, and switches the storefront in accordance. This means that your customers will fill perfectly comfortable whether they browse your online store from a desktop/laptop computer or a cutting-edge mobile device.

To learn more about the Twigmo service features, please visit www.twigmo.com.

Configuring the add-on

Service tab:

This tab contains a list of options to control the connection of your store to the Twigmo service.

- Email - Your existing email address.
- Store name - Text label that you should enter during the store registration / connection to the service.
- Do not use HTTPS connection - If selected, secure data transfer between your web store and the Twigmo service will not be used.
- Use my CS-Cart admin password - If selected, your current password will be used to access your Twigmo account. In this case, the next two options (*Password* and *Confirm password*) will be unavailable.
- Password - If the "Use my CS-Cart admin password" option is not selected, enter the password to access you Twigmo account.
- Confirm password - If the "Use my CS-Cart admin password" option is not selected, confirm the password that you have entered in the Password field.
- Version - Current version of the module.

> **Important:** To use HTTPS connection, an SSL certificate must be installed on your website. To check it, try to log in to the Administration panel via HTTPS. If it works, you can use secure connection. Otherwise, select "Do not use HTTPS connection" option on the add-on settings page.

Once you have properly configured the module and clicked **Connect**, you will see the Access ID field on the Twigmo options page and will be able to view and edit your store data using Twigmo Mobile Admin application on your phone.

Storefront tab:

Options under this tab control the mobile storefront.

- Use mobile frontend - Select to enable a special skin for mobile device users.
- Company name - Name of the store as it will appear on the mobile storefront.
- Display company name - Select to show the box with the company name on the storefront.
- Location (URL) of logo - URL of the logo for the mobile storefront.
- Currency prefix - Prefix to be added to product prices. For example, type "**$**"to show prices as **$50.99**.
- Currency postfix - Postfix to be added to product prices. For example, type " **USD**"to show prices as **50.99 USD**.
- Disable anonymous checkout - Clear to enable anonymous checkout in the store.
- HTTP location - HTTP address of the store. Please use the default value unless you have a significant reason to do otherwise.
- HTTPS location - HTTP address of the store. Please use the default value unless you have a significant reason to do otherwise.
- Customer index file - Mobile storefront index file. Please use the default value unless you have a significant reason to do otherwise.
- Production mode - If selected, the mobile storefront connects directly to your online store. Otherwise, all data is sent through Twigmo servers. Please enable this option unless you are debugging the storefront.

10.1.43. Webmail

This module enables a built-in email client in your store. The add-on does not have configurable settings.

10.1.44. Wish List

This module enables customer wish lists on the storefront. The module does not have configurable settings.

10.2. Statistics

CS-Cart can gather versatile store statistics and represent the data in a convenient and legible format. So you can evaluate your web store from several perspectives and, perhaps, adjust your store policy in order to improve the general efficiency of your store as well as the efficiency of individual features and components. The collected data includes user environment of your store visitors, geographical location of your audience and their language preferences, referrers to your web store, visited pages, search statistics, etc.

For your convenience, the output is arranged in 8 groups according to the type of the collected data (see the toggle on the left):

- General - Basic user activity info, namely the number of unique visits to your store by date.
- System - User environment of your store visitors (OS, web browser, screen resolution).
- Geography - Geographic location and language preferences of your store visitors.
- Referrers - Referrers to your website sorted by domain, search engine and search requests.
- Pages - Popularity of individual store pages.
- Audience - Non-personal statistics about your store visitors' activity, including the time they visited your site, number of viewed pages, percentage of returning customers, etc.
- Products - Request that visitors submit when searching for products in your store.
- Banners - Effectiveness of individual banners in the store: the ratio of banner views to banner clicks.

Note: Pure sales statistics are represented in the section Orders -> Sales reports.

10.2.1. General

This section reveals general statistics on the store visitors.

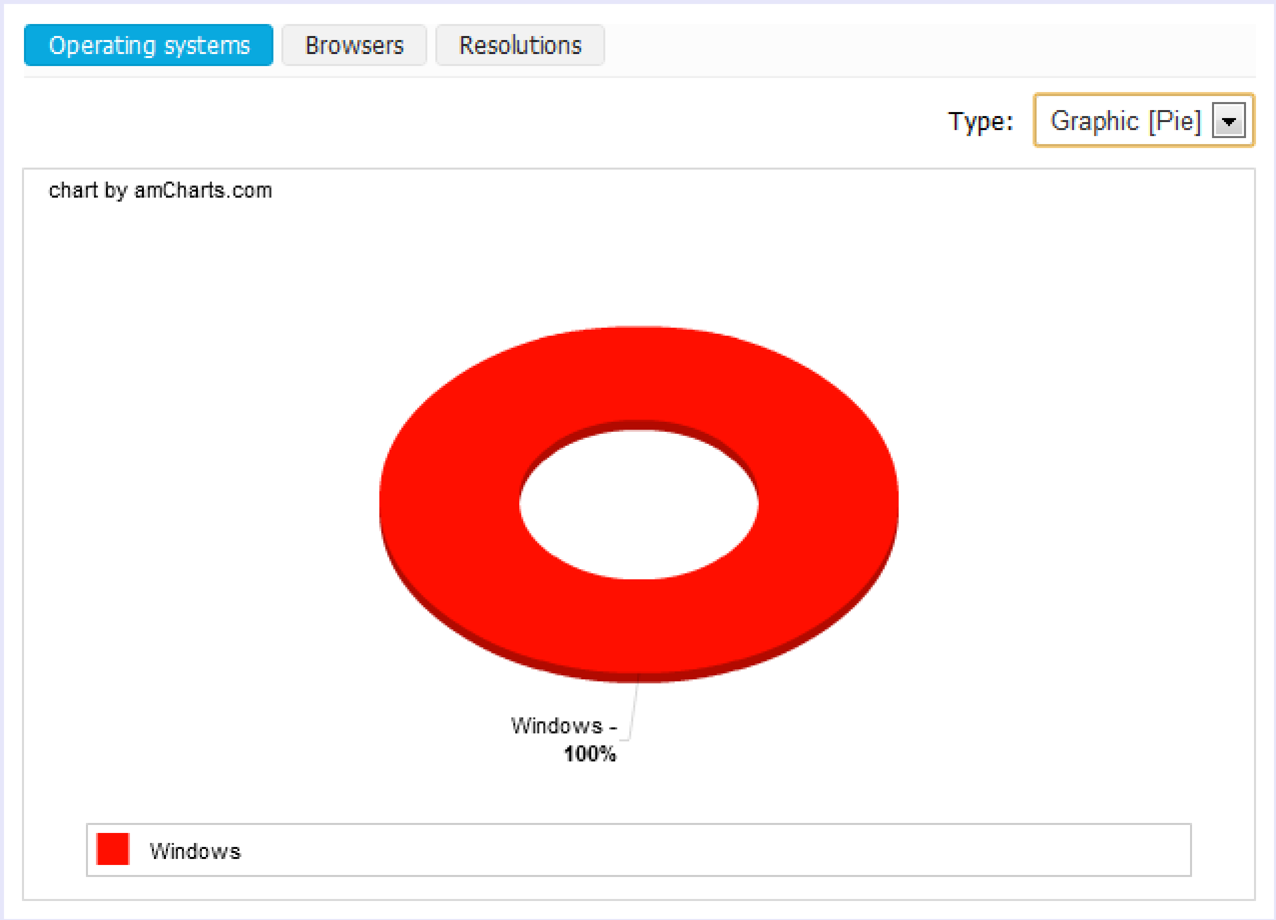
Date	Total	Robots	Visitors	Hosts
10/09/2011	1	0	1	1
10/08/2011	1	0	1	1
09/18/2011	2	0	2	1
09/15/2011	1	0	1	1

- Date – Month, day and year.
- Total – Total number of unique visits.
- Robots – Number of visits by automatic systems (search bots, etc.).
- Visitors – Number of human visitors.
- Visitor hosts – Number of IP addresses from which the visitors came.

Click on a value in the **Visitors** column to open a visitors' log containing detailed statistics on every visit.

10.2.2. System

This section reveals user environment of your store visitors.

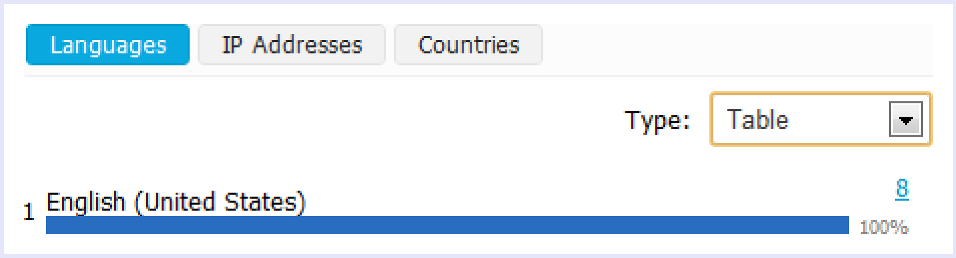


- Operating system - List of operating systems of your store visitors, the number of visits from each system and a percentage of total visits.
- Browsers - List of web browsers of your store visitors, the number of visits through each browser and a percentage of total visits.
- Resolution - List of screen resolutions of your visitors' monitors, the number of visits with each resolution and a percentage of total visits.

Click on the number of visits corresponding to a particular record to open a visitors' log containing detailed statistics on every visit.

10.2.3. Geography

This section reveals statistics on the locales of your visitors.

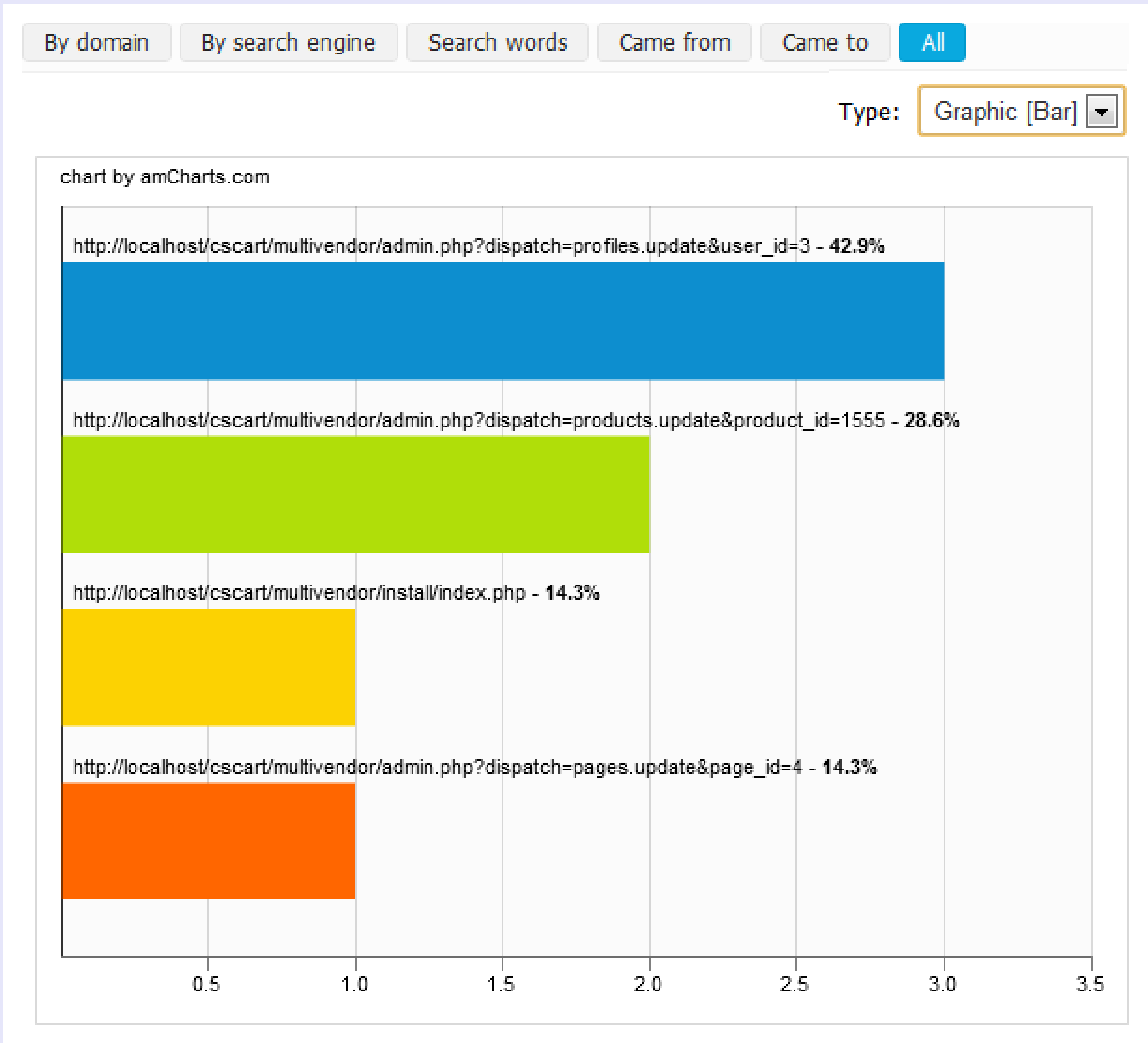


- Language - Storefront language that your customers prefer to use.
- IP Addresses - IP addresses that your visitors come to your store from.
- Countries - Countries where your visitors are physically located.

Click on a number of visits corresponding to a particular record to open a visitors' log containing detailed statistics of every visit.

10.2.4. Referrers

This section reveals statistics on referrers to your website.



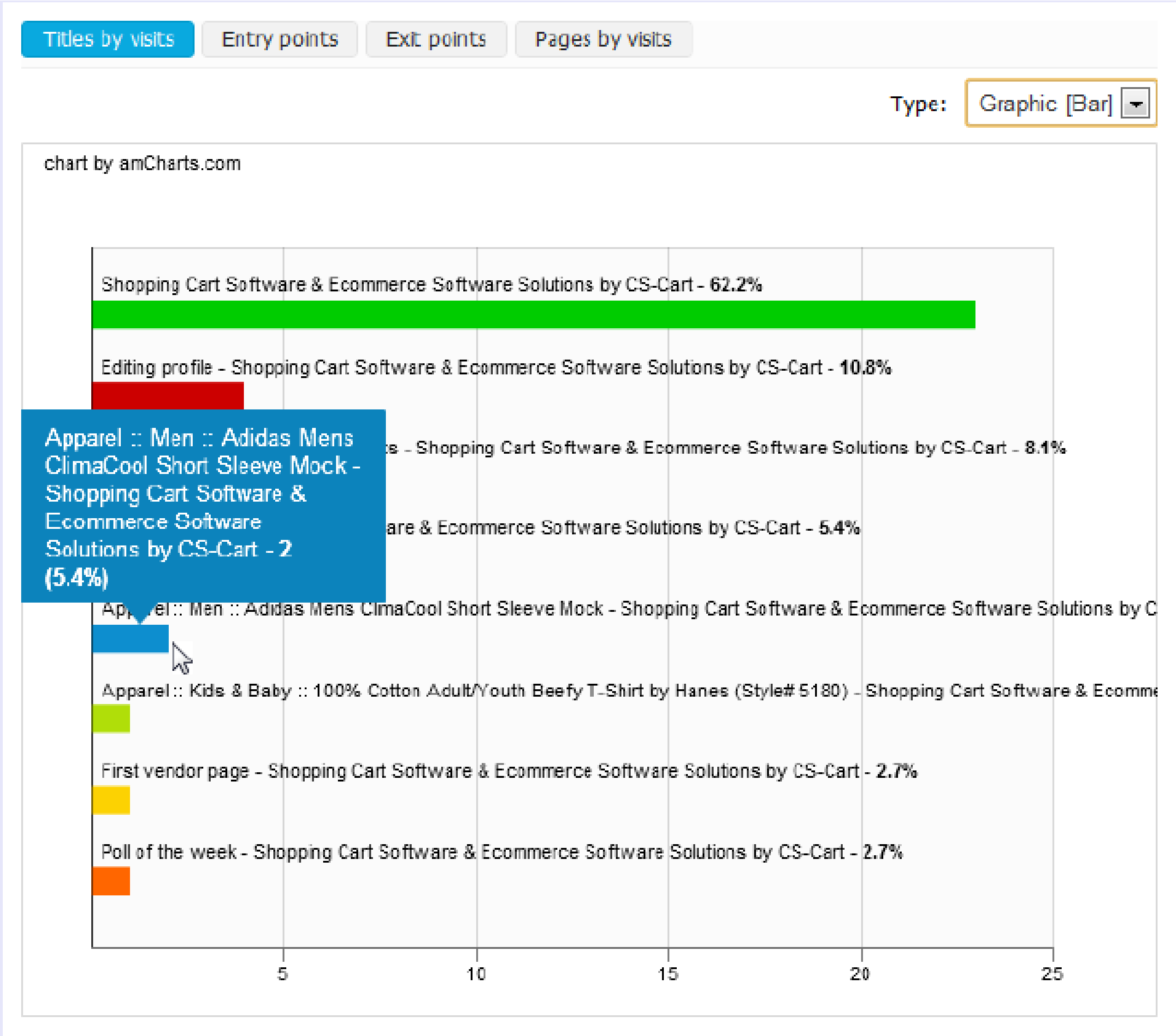
- By domain - List of domain names that visitors came to your website from, the number of referred visits and a percentage of total referred visits.
- By search engine - List of search engines that visitors came to your website from, the number of referred visits and a percentage of total referred visits.
- Search words - List of keywords and phrases by which visitors were referred to your store, the number of referred visits and a percentage of total referred visits.
- Came from - List of search engine queries by which visitors were referred to your store, the number of referred visits and a percentage of total referred visits.
- Came to - URLs of pages to which visitors were referred, the number of referred visits and a percentage of total referred visits.
- All - List of all URLs that your visitors came to your website from, the number of referred visits and a percentage

of total referred visits.

Click on a number of visits corresponding to a particular record to open a visitors' log containing detailed statistics of every visit.

10.2.5. Pages

This section reveals statistics on visits to individual store pages.



- Titles by visits - Page titles, the number of visits and a percentage of total referred visits.

  Note: Multiple pages may have the same title.

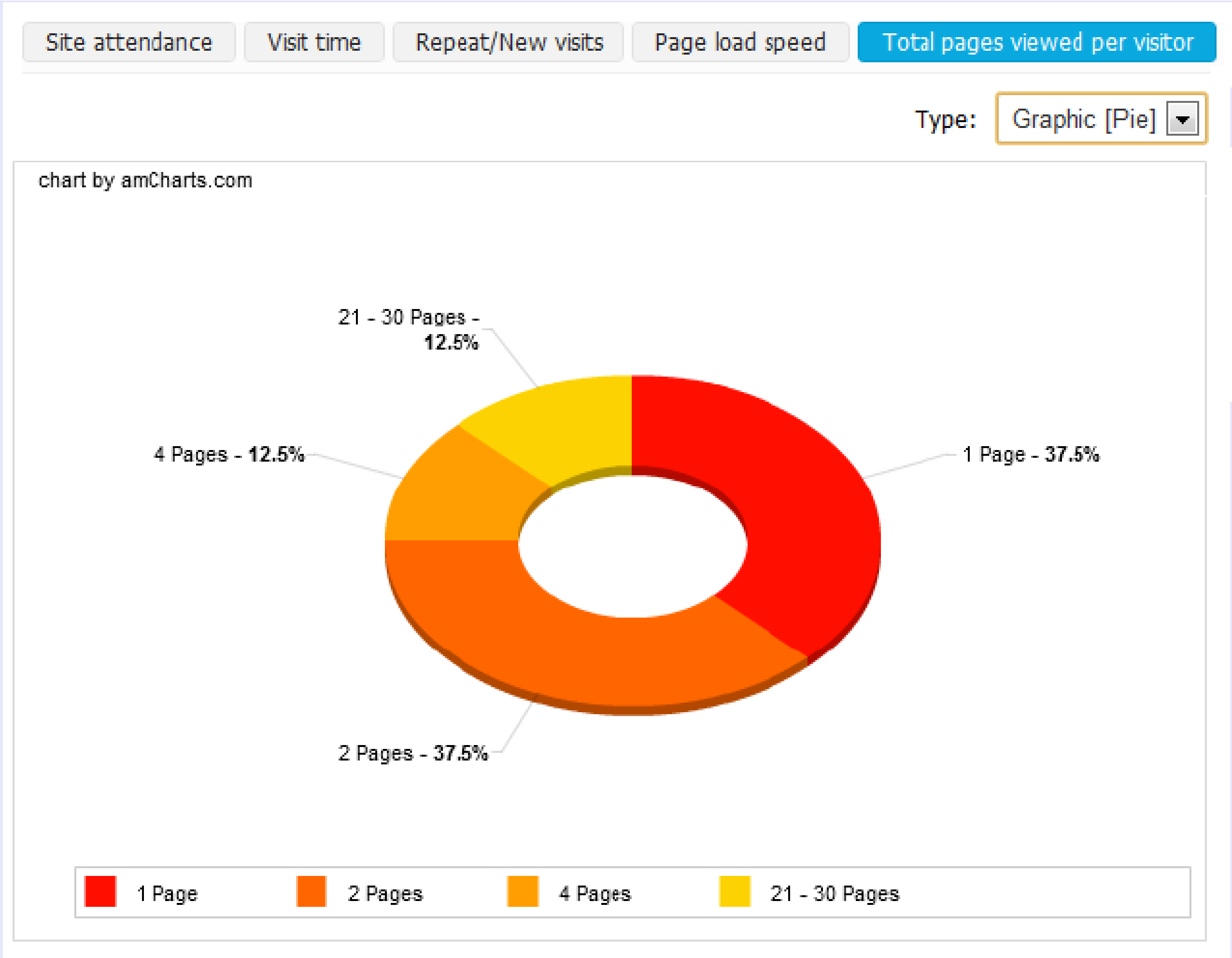
- Entry points - URLs of pages that started unique sessions.
- Exit points - URLs of pages that were last visited before a session was closed.

- Pages by visits - Page URLs, the number of visits and a percentage of total referred visits.

Click on a number of visits corresponding to a particular record to open a visitors' log containing detailed statistics of every visit.

10.2.6. Audience

This section reveals non-personal statistics on your store visitors' activity.



- Site attendance - Number of visits at a particular hour of the day.
- Visit time - Number of visits that lasted a certain period of time and a percentage of total visits.
- Repeat/New visits - Ration of new visitors to returning customers.
- Page load speed - Speed of loading pages opened by your visitors. Click on the time interval to the URL of pages.
- Total pages viewed per visitor - Number of viewed pages and a percentage of all visitors who viewed this number of pages.

Click on a number of visits corresponding to a particular record to open a visitors' log containing detailed statistics of every visit.

10.2.7. Products

This section reveals statistics on the search requests that visitors submitted in your store.

Search Conditions		Date	Visitors	Found
MacAir [Any of these words] Search in: Product name, Short description, Full description, Keywords	details »	10/13/2011	1	0
100% Cotton Adult/Youth Beefy T-Shirt by Hanes (Style# 5180) [Any of these words]	details »	09/13/2011	1	1
100% Cotton Adult/Youth Beefy T-Shirt by Hanes (Style# 5180) [Any of these words]	details »	09/12/2011	1	1

- Search conditions - Search key words and phrases.
- Date - Date when the search was performed.
- Visitors - Number of customers who searched by this key word or phrase.
- Found products - Number of products that were found through this query.

Click on a number of visits corresponding to a particular record to open a visitors' log containing detailed statistics of every visit.

10.2.8. Banners

This section reveals statistics on individual banners and the efficiency of banners by estimating the ratio of banner views to banner clicks.

Banner	Clicks	Views	Conversion	
Build your PC	0	49	0%	details

- Banner - Banner name.

- Clicks - How many times the banner was clicked.
- Views - How many times the banner was viewed.
- Conversion - Percentage ratio of number of clicks to number of views.

Click on **details** to see how the views and clicks are broken down into days.

10.3. Payment methods

In this section, you can adjust the set of payment methods that your customers can use to pay for their orders. For convenience, all methods are arranged in a single list representing the name of the method, its current status (active or disabled) and a few control elements.

Adding a payment method

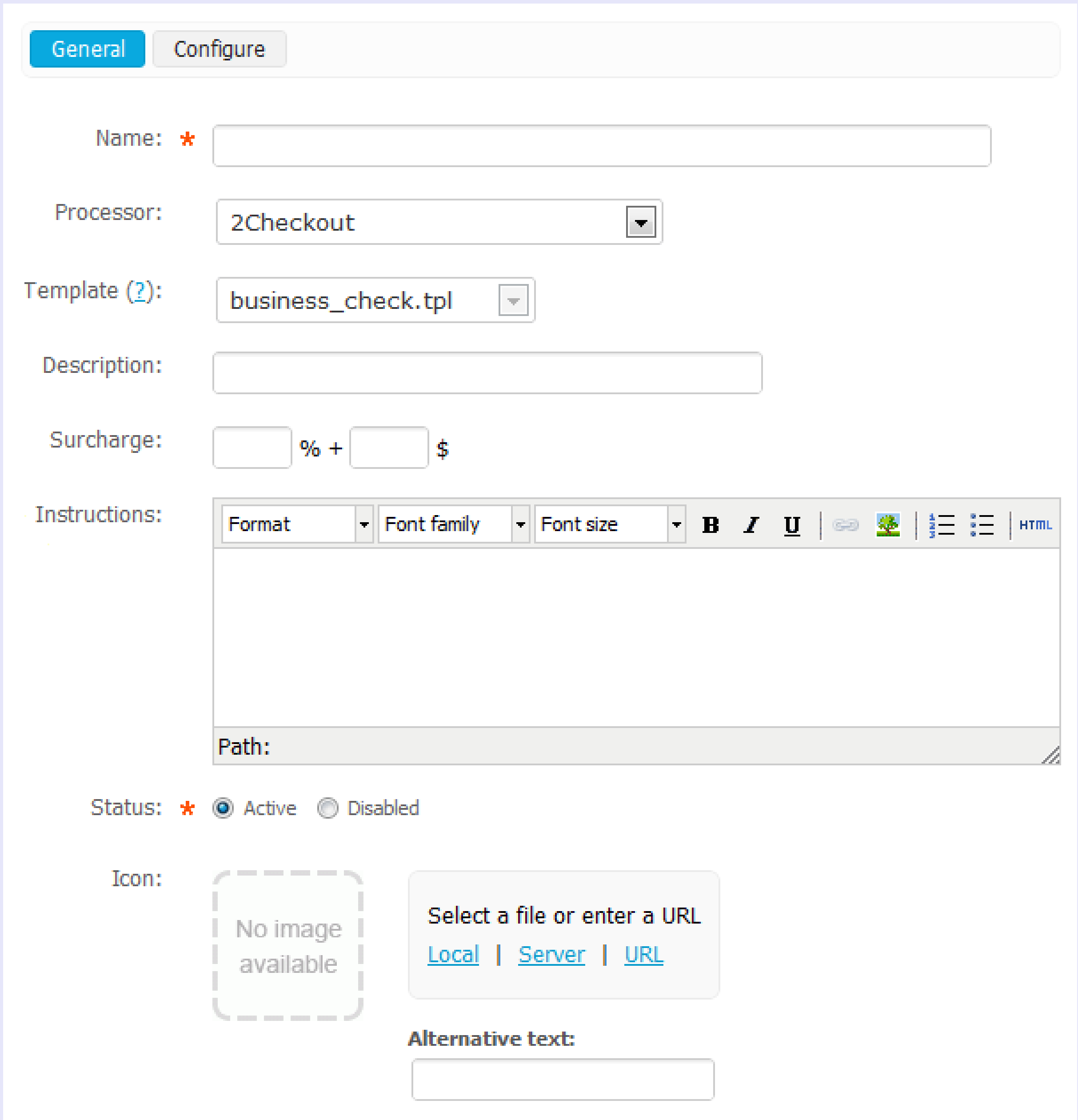
To add a payment method:

1. Go to **Administration** → **Payment Methods**.

   This will display a list of available payment methods.

2. Click the **Add Payment** button.

   This will open a form for creating/editing a payment method (see Configuring a payment method).



3. Complete the form.

4. Click the **Create** button below the form.

Configuring a payment method

To configure a payment method:

1. Go to **Administration -> Payment methods**.

   This will display a list of available payment methods.

2. Click on the **Edit** link corresponding to the name of the method you need to configure.

   This will open a form for creating/editing a payment method.

3. Complete the form.

The **General** tab contains basic parameters of the method:

- Name - Name of the payment method as it appears at the checkout;
- Processor - Online payment system that will process the payments made through this payment method. Leave Offline if this method does not involve online processing.

> **Important:** To accept payments through an online payment system, first you need to register an account with this payment system.

- Template - Template to display all necessary input fields on the customer storefront.
- User groups - User groups whose members can use the method.
- Description - Small description of the payment method that appears on the checkout page.
- Surcharge - Extra amount of money to be added to the order totals. This can be a flat rate or a percentage. If you specify both a percentage and a flat rate, the percentage is added first.
- Payment instructions - Administrator's instructions to customers on the usage of the payment method. The instructions can be either a plain text or a formatted HTML text. If you are not familiar with HTML, you are encouraged to add a formatted description using the built-in WYSIWYG HTML editor.
- Status - Status of the payment method: active means that the method can be selected on the storefront.
- Icon - Icon to depict the payment method on the storefront.

> **Important:** Icons that you upload or refer to here are displayed in a special block having *Payment methods* specified as the block's content. Remember to create such a block in **Design** → **Blocks**.

The **Configuration** tab appears only if you have selected to use an online payment system. It contains the settings that are specific to the payment system.

4. Click the **Save** button to apply the changes.

Also Read in CS-Cart Knowledge Base

- Setting PayPal in CS-Cart

10.4. Database

This section is designed to help you maintain your store database. In particular, you can back up the database and restore it from a backup copy. Another task that you can carry out here is to optimize the store database. Besides, the section contains a link to the database logs and a link to the information about the PHP environment on your server (function *phpinfo*).

Creating a database backup

Making a database backup consists in creating a database dump, an SQL file that contains a record of the table structure and the data from a database. The file is saved to the directory <cscart_dir>/var/database/backup/. For security reasons, it is recommended that you move the dump from the default directory and keep it in a directory that cannot be accessed through the web.

To back up the database:

1. Go to **Administration** → **Database** → **Backup**.
2. Specify the parameters of the backup.
   - Select tables – List of the database tables to be included in the backup. The tables with the "`cscart`" prefix are selected in the list by default.

     Note: To select multiple entries, press and hold the CTRL or SHIFT key.

   - Backup database schema – If selected, the backup includes the structure of the database tables. Normally, this option should be enabled unless you have reason to do otherwise.
   - Backup database data – If selected, the backup includes the database data proper. Normally, this option should be enabled unless you have a reason to do otherwise.
   - Compress backup file – If selected, the backup (SQL file containing the database dump) will be compressed into a TAR archive.
   - Backup file name – Name of the SQL file containing backup (database dump).

     Important: If you have chosen to compress the backup file, the filename that you enter here will be expanded with the .tgz extension.

3. Click the **Backup** button.

   The system will create the database dump displaying the progress and finally save it to the SQL file .

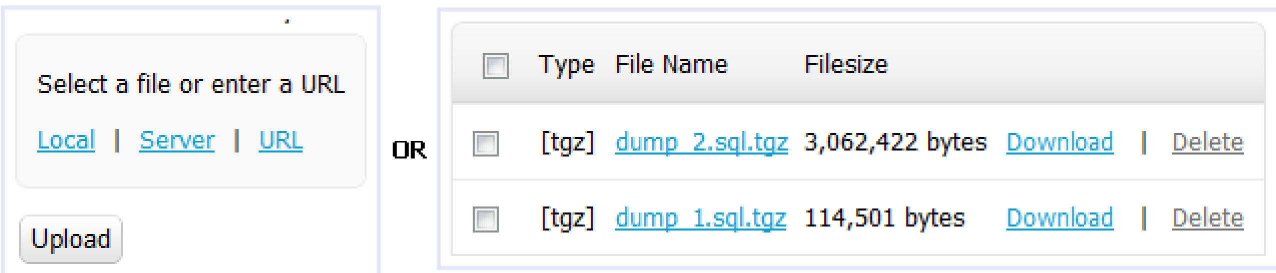
Restoring the database from a backup

Restoring the database consists in restoring the SQL dump that was created during the backup.

Important: When you restore the database from an SQL dump, the existing database tables get overwritten.

To restore the database:

1. Go to **Administration** → **Database** → **Restore**.
2. Locate the file containing the SQL dump (local computer, this server or a remote location) or select the appropriate dump if it is located in the default directory <cscart_dir>/var/database/backup/.



3. Click the **Restore** button.

Optimizing the database

Database optimization that you carry out here consists in reclaiming the unused disk space and defragmenting the database files.

To optimize the database, go to **Administration** → **Database** → **Maintenance** and click **Optimize database**. The system will optimize the database files displaying the progress.

Important: We strongly recommend that you make a backup copy of the database before you start optimizing the database. In this case, you'll be able to restore the original database if something goes wrong during the optimization.

Also Read in CS-Cart Knowledge Base

- Making Backup of Store Database
- Restoring Backup of Store Database

10.5. Credit cards

Use this section to adjust the set of credit card types that you want to accept in your store.

Adding a credit card type

To add a credit card type:

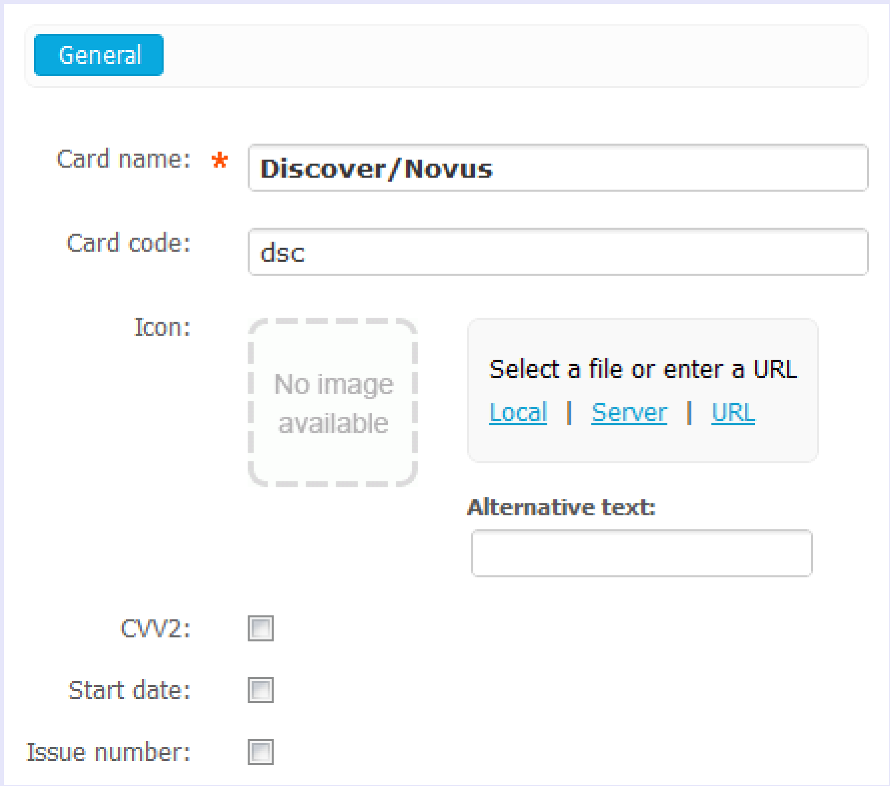
1. Go to **Administration** → **Credit Cards**. This section a list of available credit card types.
2. Click the **Add Credit Card** button. This will open a form to specify parameters that apply to the credit card type (see Configuring a credit card type).
3. Complete the form.
4. Click the **Save** button to apply the changes.

Configuring a credit card type

To configure a credit card type:

1. In **Administration** → **Credit Cards**, click on the **Edit** link corresponding to the name of the credit card type you want to configure.

   This will open a form to specify parameters that apply to the credit card type.
2. Complete the form.
   - Card name – Name of the credit card type.
   - Card code - Code of the credit card type.
   - Icon - Icon to depict the credit card type.
   - CVV2 - If selected, customers are required to enter a CVV2 code located on the card they pay with.
   - Start date - If selected, customers must enter the date when their card was issued.
   - Issue number - If selected, customers must enter the issue number located on the card that they pay with.
   - Localization - Select a localization to which the credit card type is applicable.



3. Click the **Save** button to apply the changes.

10.6. Titles

In this section, you can define traditional titles that are used to address people.

Adding/editing titles

To add a title:

1. Go to **Administration** → **Titles**.
2. Click the **Add Title** button to create a new title or click on the **Edit** link to edit an existing title.

   This will open a form with the title details.
3. Complete the form.
   - Title – Title itself.
   - ID – ID of the title.
4. Click the **Save** button.

10.7. Currencies

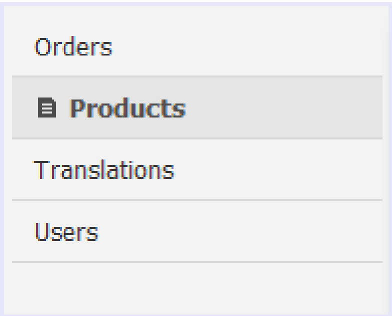
This section contains a list of currencies that are in use in the store. As a rule, multiple currencies are used to display prices on the storefront while payments are usually accepted in the store's primary currency only. However, if your payment gateway is configured to accept payments in different currencies, customers that use this gateway will be charged in an alternative (not primary) currency. And the order total will be calculated according to the store's currency exchange rate that you define here.

Note: All prices that you enter in the Administration panel are assumed to be in the primary currency.

- Name - Name of the currency as it appears on the storefront (USD, Euro, etc.).
- Code - Unique code of the currency.
- Primary currency - Store's primary currency.
- Rate - The exchange rate to convert store prices and costs from the primary currency to this currency. In the example above, the primary currency is the American dollar, and the values in the Rate field define, how many dollars are in one euro and in one British pound.
- Sign - Currency symbol.
- After sum - If selected, the currency symbol appears after the price. Otherwise, it appears before the price.
- Ths sign - Symbol for the thousands separator.
- Dec sign - Symbol for the decimal separator.
- Decimals - Number of digits after the decimal sign.
- Status - Currency status: *Active* - the currency is available on the storefront, *Disabled* - the currency is not available on the storefront.

10.8. Import data

Use this section for bulk data import in the CSV (comma-separated values) format. An appropriate .csv file can be created or edited in a third-party application that supports this format. For example, it can be a spreadsheet editor or an accounting software.
For convenience, the section is divided into 4 subsections according to the data type. To switch between the subsections, use the toggle on the left.



- Orders - Use this subsection to import order details. Please keep it in mind that you can only update order details - adding new records is not supported.
- Products - Use this subsection to import product details, including wholesale prices (i.e., quantity-based discounts).

- Translations - Use this subsection to import language variables and country states.
- Users - User this section to import user profiles.

Each subsection may consist of several tabs. Each tab includes two areas: The upper area contains a list of fields that the imported file can include. Mandatory fields are highlighted in **bold type**. The lower area contains import options that may vary depending on the type of the imported data.

Importable fields

Below are listed and described all fields that can be included in an import file. The list is arranged in alphabetical order.

Important: This list describes all fields that can be imported into CS-Cart. However, the imported data must reflect a certain type of information, and all these fields cannot be imported in a single CSV file therefore. To know which fields can be imported at a time, please refer to the list of applicable fields inside the tab for importing the particular data type.

- Active – User's account status. *Y* = user is active, *N* = user is disabled.
- Amount – Number of items of a certain product combination.

--- User's billing info ---

- Billing: address.
- Billing: address (line 2).
- Billing: city.
- Billing: country - Two-letter country code as it appears in the first column of the **Manage countries** page (e.g., US).
- Billing: first name.
- Billing: last name.
- Billing: state.
- Billing: title.
- Billing: zipcode.

--- End of user's billing info ---

- Category – Path to the product category starting from the parent directory (e.g., Directory///Subdirectory1///Subdirectory2).
- Code - ISO code of the state (e.g., NY).
- Combination - Description of the option combination. E.g., "Size: X-Large, Color: Black".
- Combination code - Code of the option combination.
- Company – Company name.
- Country code - ISO code of the country (e.g., US).
- Coupons – Discount coupon number.
- Date – Date when the order was placed. Must be in the MM/DD/YYYY format (e.g., 12/25/2009).
- Date added – Date when the product was added. Must be in the MM/DD/YYYY format (e.g., 12/25/2009).
- Description – Product description.
- Detailed image - Absolute path to the file with a detailed product image. If you specify the directory for images in import options, this field should contain the filename only.
- Details – Administrator notes.

- Discount – Order discount.
- Downloadable – Downloadable product. Y = yes, N = no.
- E-mail – User's email address.
- Extra - Additional information about the order item.
- Extra fields - Order's extra fields in the following format: `{Field1: value, Field2: value, Field3: value}`.
- Fax – Fax number.
- Feature comparison - Product can be added to the comparison list. Y = yes, N = no.
- Features - Product features. Please refer to the embedded help (the **?** link) for more details.
- Files - Absolute path to files assigned to the downloadable product. If you specify the file directory in import options, this field should contain the filename only. Several filenames must be separated by a comma (e.g., file1.pdf, file2.exe, file3.ogg, etc.).
- First name – User's first name.
- Free shipping - Product is shipped free of charge. Y = yes, N = now.
- Inventory tracking - Track the product inventory. D = disabled, B = track with product options, O - track without product options).
- IP address – Customer's IP address (e.g., 192.0.2.12).
- Item ID – Unique ID that is assigned to every product in the order. Item IDs are required to avoid conflicts in situations when an order contains two identical products with different options.
- Language - Two-letter language code (e.g., EN).
- Last name – User's last name.
- List price – Product's market price (in 0.00 format).
- Login - User's login.
- Lower limit - Minimum number of product items to qualify for the corresponding wholesale price. For example, with the regular price of $5 per item you can offer the product for only $3 per item if a customer orders 15 or more product items at a time. In this case the Price field must have the value "$3" and the Lower Limit field must have the value "15".
- Meta description - Product's meta-description.
- Meta keywords - Product's meta-keywords.
- Min quantity - Minimum product quantity.
- Name - Name of the language variable.
- Notes – Customer's notes of the order.
- Options - Product options. Please refer to the embedded help (the **?** link) for more details.
- Order ID - Order identification number.
- Override exchange rate - Override global point exchange rate. Y = yes, N = no.
- Override points – Recalculate points that go together with the product. Y = yes, N = no.
- Page title - Title of the product page as it appears in a web browser.
- Pair type – Type of the product image. M = main, A = additional. The M image appears in the **Detailed Information** tab while the A image appears in the **Images** tab.
- Password - User's password encrypted through the MD5 cryptographic hash function.

- Pay by points – Product can be paid for with points. Y = yes, N = no.
- Payment ID – Numerical ID of the payment method.
- Payment information – Payment details (encrypted).
- Payment surcharge – Amount of the surcharge on the payment.
- Phone - Company's (the **Orders** tab) or user's (the **Users** tab) phone number.
- Price - Product price or the wholesale price (the **Qty discounts** tab).
- Product code – Product's SKU (stock-keeping unit) code.
- Product ID – Numerical ID of the product.
- Product name – Name of the product.
- Quantity – Number of ordered items or the current number of product items in stock.
- Registration date - Date when the user registered. Must be in the format MM/DD/YYYY (e.g., 12/25/2009).
- Search words - Product search words.
- Secondary categories – Additional categories to which the product is assigned. Categories are separated by a semicolon (e.g., b///c; d///e).
- Ship downloadable – Calculate shipping cost for downloadable products. Y = yes, N = no.
- Shipping – Shipping details (in the native format).
- Shipping cost – Shipping charge for the order.
- Shipping freight – Product's shipping cost.

--- User's shipping info ---

- Shipping: address.
- Shipping: address (line 2).
- Shipping: city.
- Shipping: country - Two-letter country code as it appears in the first column of the **Manage countries** page (e.g., US).
- Shipping: first name.
- Shipping: last name.
- Shipping: state.
- Shipping: title.
- Shipping: zipcode.

--- End of user's shipping info ---

- Short description – Short product description.
- State - Name of the state (e.g. New York).
- Status - Product (A - active, D - disabled, H – hidden) or order (C - Completed, O - Open, etc.) status.
- Subtotal – Order subtotal.
- Supplier - Name of the product supplier according to the "Company" field.
- Tax exempt – Taxes are exempt from the product cost. Y = yes, N = no.
- Taxes – List of taxes applicable to the product or the order's tax info (in the native format).
- Thumbnail - Path to the file with the product thumbnail. If you specify the directory for images in import options, this field should contain the filename only.
- Title – User’s title (Mr, Ms, etc.).

- Total – Order total.
- User group - User group that the discount is applied to.
- User group ID - Numerical ID of the user group that the user belongs to.
- User ID – Numerical ID of the user.
- User type – Type of the user's account (A = administrator, C = customer, P = affiliate, S = supplier).
- Value - Value/content of the language variable.
- Web site – Company or user's web site.
- Weight - Product weight in the store's default unit. The default weight unit is set up in the section Administration -> Settings -> General.
- Zero price action - Allowed action on the product if the product has zero price. R = Disallow users to add the product to the cart, P = Allow users to add the product to the cart, A = Ask users to enter a custom product price.

Import options

Below are listed all the available import options that may appear or not appear in a subsection.

- Language - Language of the imported data.
- Category delimiter - Delimiter to separate child and parent categories.
- Images directory - Directory where images are located. Used for images without a path specified.
- Files directory - Directory where files for downloadable products are located. Used for files without a path specified.
- Delete all existing product files before import - If selected, the files assigned to the product are removed from the files directory before the product import.
- Reset inventory - If selected, the number of items in stock for each imported product is zeroed before the product import.
- CSV delimiter - Delimiter to separate the imported values.
- Select file - Location of the imported file. It can be either a local path or a URL to a remote resource.
- Features delimiter - Delimiter to separate multiple product features.
- Price decimal separator - Decimal separator for product prices.

Also Read in CS-Cart Knowledge Base

- Product Import
- Imported Fields Format
- Example of Product Import

10.9. Export data

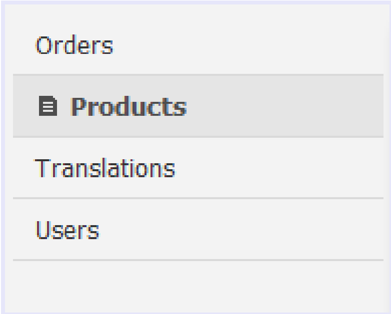
This section is capable of exporting data in the CSV (comma-separated values) format, including the tab-delimited data feed that is legal for Google Base. Although both regular and Google Base export procedures use the same CS-Cart interface, the two tasks are described separately:

- Exporting in regular CSV;

- [Exporting to Google Base](#).

Exporting in regular CSV

For convenience, the section is divided into 4 subsections according to the data type. To switch between the subsections, use the toggle on the right.

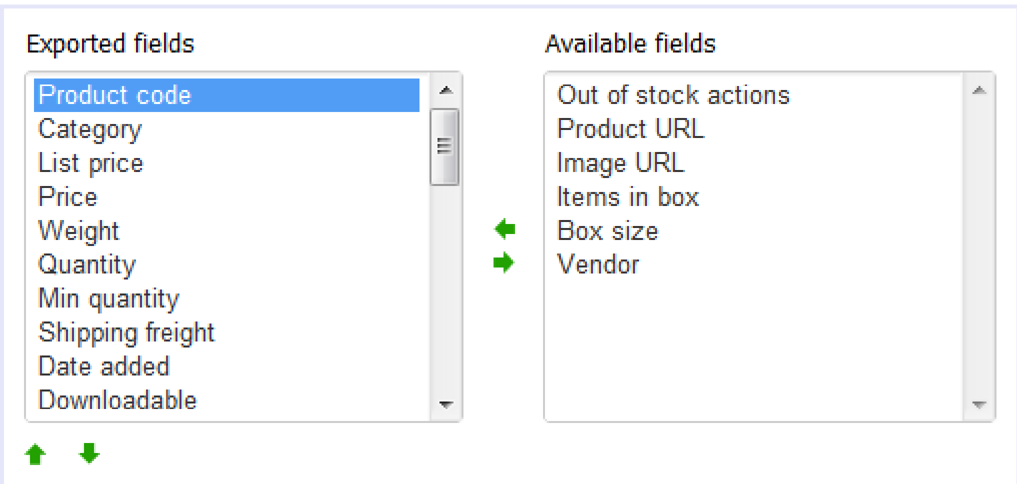


- Orders - Use this subsection to export order details.
- Products - Use this subsection to export product details, including wholesale prices (i.e., quantity-based discounts), as well as export product feeds to Google Base.
- Translations - Use this sxubsection to export language variables and country states.
- Users - Use this section to export user profiles.

Each subsection may consist of several tabs. Each tab includes two areas: The *upper area* controls the content of the export file, and the *lower area* controls the export options that may vary depending on the type of the exported data.

Export file contents

The contents of an export file are controlled by two list boxes. The **Exported fields** list box contains a list of fields that will be included in the export file while the **Available fields** list box contains fields that can be added to the export file. Exportable fields and their meaning are listed below.



In order to move fields from one list to another, use the twin *horizontal* arrows between the lists. To re-arrange the items in the list of exported fields, use the twin *vertical* arrows below the list box. If necessary, you can save and then re-use a particular layout of the exported fields.

Note: Highlighted fields in the **Exported fields** list are mandatory and thus cannot be removed from the list.

Below are listed all fields that can be included in an export file. The list is arranged in alphabetical order.

Important: This list describes all fields that can be exported from CS-Cart in the CSV format. However, the exported data must reflect a certain of information, and all these fields cannot be exported in a single CSV file therefore. To know which fields that can be exported at a time, please refer to the list of applicable fields inside the tab for exporting the particular data type.

- Amount - Number of items of a certain product combination.

--- User's billing info ---

- Billing: address.
- Billing: address (line 2).
- Billing: city.
- Billing: country - Two-letter country code as it appears in the first column of the **Manage countries** page (e.g., US).
- Billing: first name.
- Billing: last name.
- Billing: state.
- Billing: title.
- Billing: zipcode.

--- End of user's billing info ---

- Category – Path to the product category starting from the parent directory.
- Code - ISO code of the state.
- Combination - Description of the option combination. E.g., "Size: X-Large, Color: Black".
- Combination code - Code of the option combination.
- Company – Company name.
- Country code - ISO code of the country.
- Coupons – Discount coupon number.
- Date – Date when the order was placed.
- Date added – Date when the product was added to the catalog.
- Description – Product description.
- Detailed image - Path to the file with a detailed product image.
- Details – Administrator notes.
- Discount – Order discount.
- Downloadable – Flag to indicate a downloadable product.
- E-mail – User's email address.
- Extra - Additional information about the order item.
- Fax – Fax number.
- Feature comparison - Flag to indicate a product that can be added to the comparison list.

- Features - Product features.
- Files - Path to files assigned to the downloadable product.
- First name – User's first name.
- Free shipping - Flag to indicate that a product is shipped free of charge.
- Image URL - URL of the product image.
- Inventory tracking - Flag to indicate a product's inventory tracking options.
- IP address – Customer's IP address.
- Item ID – Unique ID that is assigned to each product in the order. Item IDs are required to avoid conflicts in situations when an order contains two identical products with different options.
- Language - Two-letter language code.
- Last name – User's last name.
- List price – Product's market price.
- Localizations - Localizations for which the product is available.
- Login - User's login.
- Lower limit - Minimum number of product items to qualify for the corresponding wholesale price.
- Meta description - Product's meta-description.
- Meta keywords - Product's meta-keywords.
- Min quantity - Minimum product quantity.
- Name - Name of the language variable.
- Notes – Customer's notes of the order.
- Options - Product options.
- Order ID - Order identification number.
- Override exchange rate - Flag to indicate that global point exchange rate is overridden.
- Override points – Flag to indicate that the points that go together with the product must be recalculated.
- Page title - Title of the product page as it appears in a web browser.
- Pair type – Type of the product image.
- Password - User's password encrypted through the MD5 cryptographic hash function.
- Pay by points – Flag to indicate that the product can be paid for with points.
- Payment ID – Numerical ID of the payment method.
- Payment information – Payment details (encrypted).
- Payment surcharge – Amount of the surcharge on the payment.
- Phone - Company's (the **Orders** tab) or user's (the **Users** tab) phone number.
- Price - Product price or the wholesale price (the **Qty discounts** tab).
- Product code – Product's SKU (stock-keeping unit) code.
- Product ID – Numerical ID of the product.
- Product name – Name of the product.
- Product URL - The URL of the product details page.
- Quantity – Number of ordered items or the current number of product items in stock.
- Search words - Product search words.
- Secondary categories – Additional categories to which the product is assigned.

- Ship downloadable – Flag to indicate that a shipping cost must be calculated for the downloadable products.
- Shipping – Shipping details in the native format.
- Shipping cost – Shipping charge for the order.
- Shipping freight – Product's shipping cost.

--- User's shipping info ---

- Shipping: address.
- Shipping: address (line 2).
- Shipping: city.
- Shipping: country - Two-letter country code as it appears in the first column of the **Manage countries** page.
- Shipping: first name.
- Shipping: last name.
- Shipping: state.
- Shipping: title.
- Shipping: zipcode.

--- End of user's shipping info ---

- Short description – Short product description.
- State - Name of the state.
- Status - Product status.
- Subtotal – Order subtotal.
- Supplier - Name of the product supplier according to the "Company" field.
- Tax exempt – Flag to indicate that taxes are exempt from the product cost.
- Taxes – List of taxes applicable to the product or the order's tax info in the native format.
- Thumbnail - Path to the file with the product thumbnail.
- Title – User’s title.
- Total – Order total.
- User group - User group that the discount is applied to.
- User ID – Numerical ID of the user.
- User type – Type of the user's account.
- Value - Value/content of the language variable.
- Web site – Company or user's web site.
- Weight - Product weight in the store's default unit.
- Zero price action - Flag to indicate the allowed action on the product if the product has zero price.

Export options

Below are listed all the available export options that may appear or not appear in a subsection (in alphabetical order).

- Category delimiter - Delimiter to separate child and parent categories.
- CSV delimiter - Delimiter to separate the exported values.
- Filename - Name of the exported file.
- Files directory - Directory where files for downloadable products are located. Used for files without a path specified.

- Images directory - Directory where images are located. Used for images without a path specified.
- Language - Language of the exported data.
- Output - Location to save the file to.
- Features delimiter - Delimiter to separate multiple product features.
- Price decimal separator - Decimal separator for product prices.

Exporting to Google Base

Product data can be exported in the format that is legal for Google Base and Google Product Search.

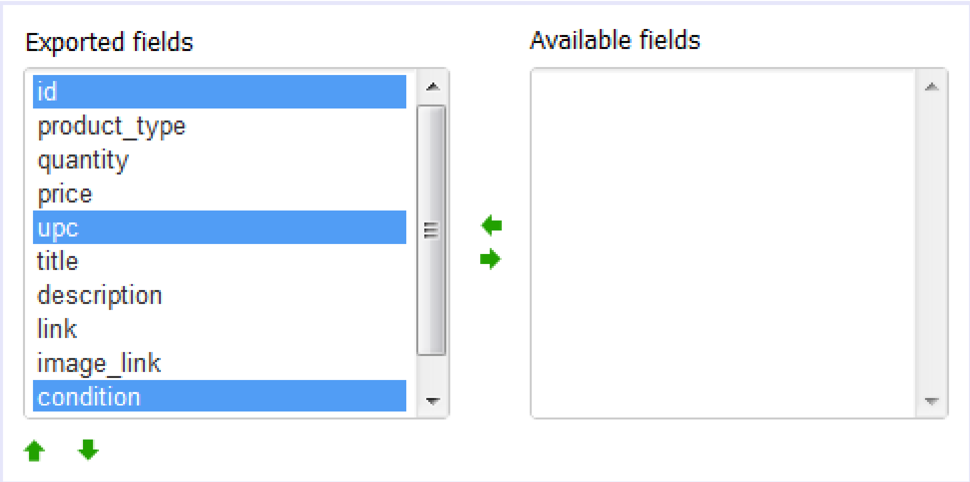
To create and export a data feed to Google Base:

1. In the Administration panel, open the section Administration -> Export data -> Products.
2. Make sure you are in the **Google Base** tab. If not, move to the tab.

   The tab includes two areas: The upper area controls the content of a product feed, and the lower area controls the export options.

- **Feed contents**

  The contents of the exported product feed file are controlled by two list boxes. The **Exported fields** list box contains a list of fields that will be included in the feed while the **Available fields** list box contains fields that can be added to the feed. Please find the meaning of the exportable fields in the official Google Base Help at http://base.google.com/support/bin/answer.py?answer=78170 .



  In order to move fields from one list to another, use the twin *horizontal* arrows between the lists. To re-arrange the items in the list of exported fields, use the twin *vertical* arrows below the list box. If necessary, you can save and then re-use a particular layout of the exported fields.

  Note: Highlighted fields in the **Exported fields** list are mandatory and thus cannot be removed from the list.

- **Export options**
  - Language - Language of the exported data.
  - Product type - Type of products in the feed.
  - Condition - Condition of products in the feed.
  - Export discounts - If selected, are exported together with the discounts

- Filename - Name of the exported file.

3. Choose the feed contents and define the export options.
4. Click the **Export** button to create the feed and export it to Google Base.

Important: The exported feed is uploaded directly to the Google Base server through FTP. Connection details are defined in **Settings** → **Google Base**.

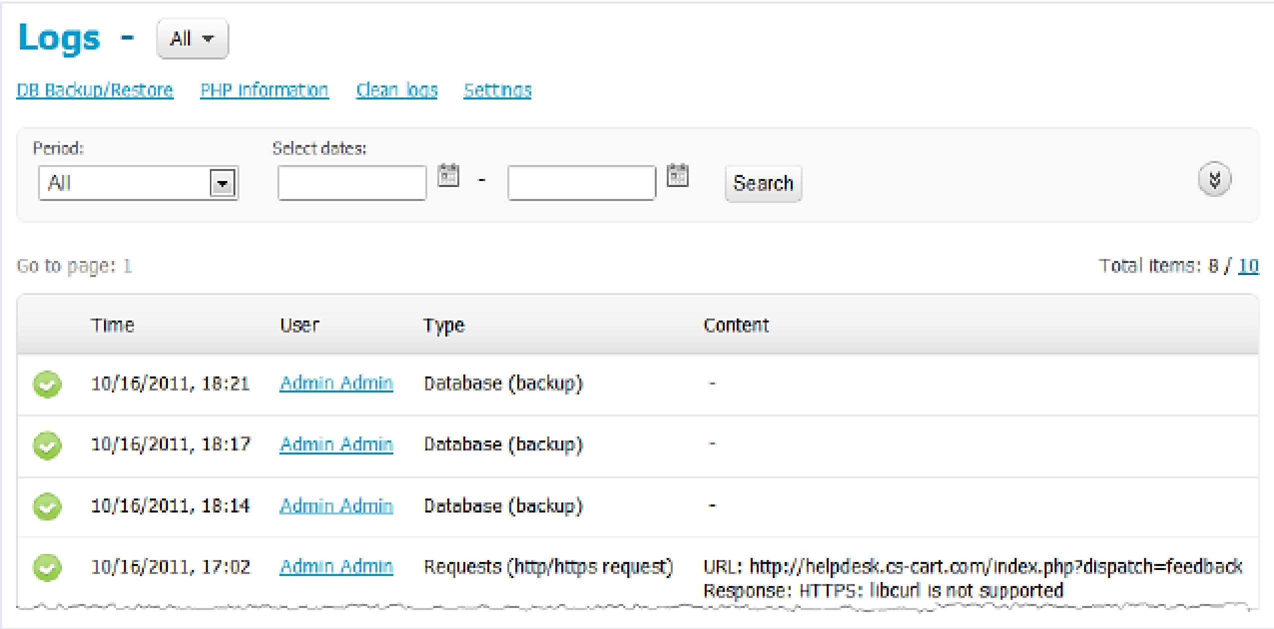
Also Read in CS-Cart Knowledge Base

- Product Export
- Exporting Product Data to Google Merchant Center

10.10. Logs

This section contains all logs of the store. By default, you can filter logs against a period within which they were created.

To access more filtering criteria, expand the form by clicking . If you filter logs against a particular search pattern regularly, you will find it convenient to save the pattern and add it to the list of predefined patterns. Just set the search options, type the name of the pattern in the **Save this search as** input box and click the **Save** button. Once the search pattern is saved, it is displayed in the drop-down list box at the top.



The following information is given in the list of logs:

- Time - Date and time the event was logged;
- User - User who performed the action registered in the log;
- Type - What action was performed and what it is related to (categories, database, news, orders, products, requests or users);

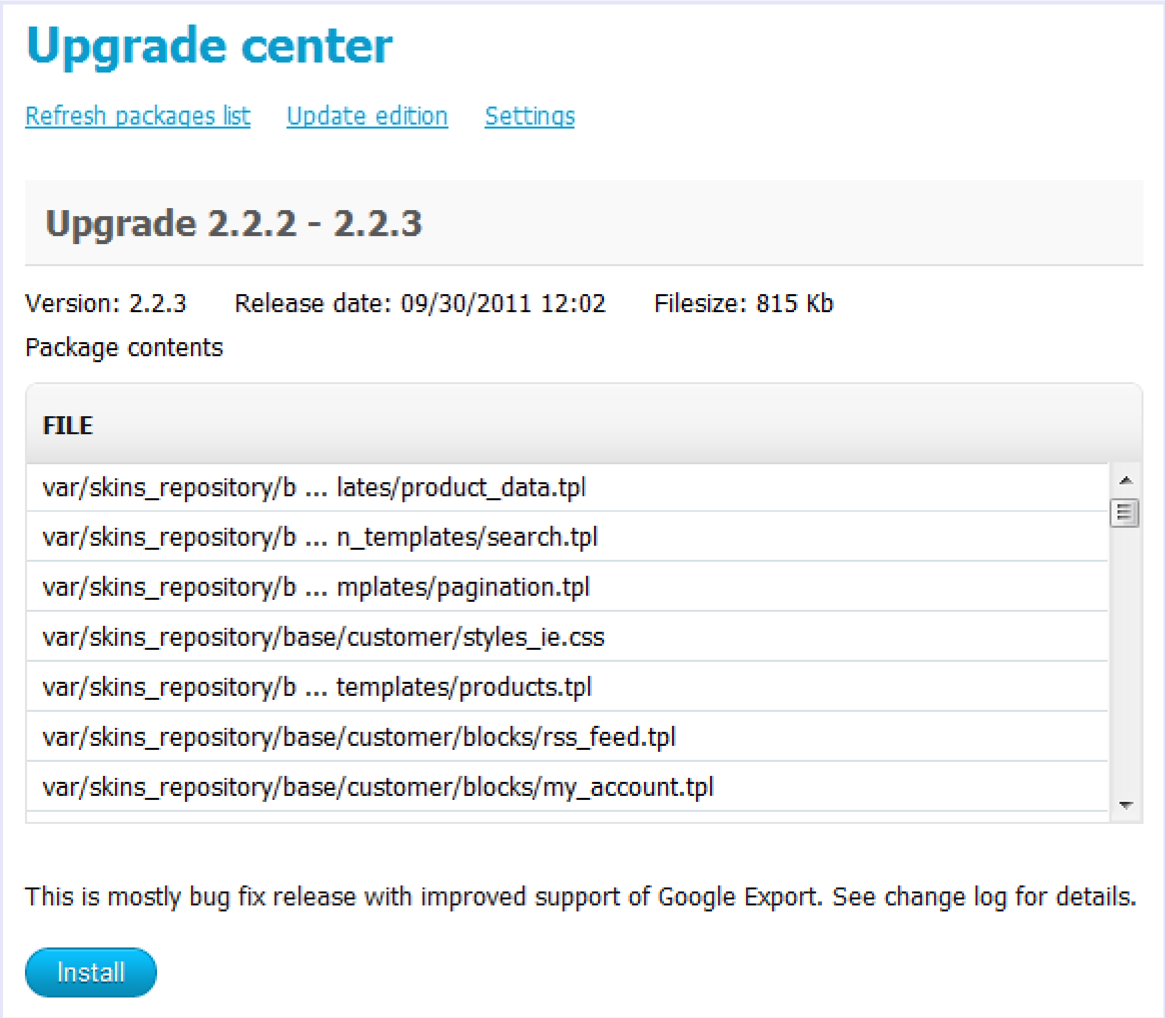
- Content - Content of the log.

10.11. Upgrade center

Use this section to upgrade your CS-Cart installation to the latest version directly from the web interface. The upgrade center automatically receives information about available updates from our server and lists the applicable upgrade packages (see the picture below). Original files that are replaced during the upgrade get saved to the directory <cscart_dir>var/upgrade/PACK_NAME.

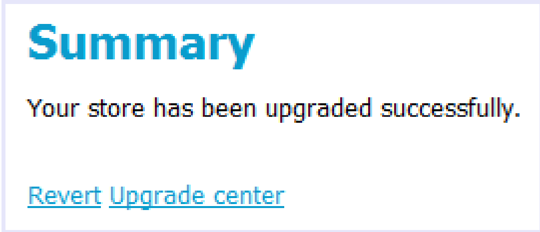
If some files cannot be upgraded due to access permission issues, you will be prompted to provide FTP access details to your server. This information is not sent to our servers.

Important: Before using the upgrade center, make sure you have your CS-Cart license number specified in **Settings → Upgrade Center**.



To start applying a pack, click the **Install** button corresponding to the pack. Then simply follow the instruction on the screen.

Finally you will see a notification that your store has been successfully upgraded.



Click the **Upgrade center** button to return to upgrade center.

To see a list of changes, click on the **Installed Upgrades** link. If there are files containing custom code, click the **changes** link to see the difference between the files. For non-critical modifications you can just click on the **mark as resolved** link to apply the changes. Otherwise, edit the corresponding file(s) manually and apply your changes.

10.12. Store access

Use this section to manage registration and access restrictions in your store. Restrictions can be based on the IP addresses from which visitors try to access your store and email addresses that visitors may use to register at the store. In addition, here you can specify a set of credit card numbers that must never be accepted in your store.

Important: In order to add restrictions, you must first enable and configure the Access restrictions add-on (**Administration** → **Add-Ons**).

The section consists of five tabs: **IP**, **Domain**, **Email**, **Credit card** and **Administration panel**. Different tabs are intended for different types of restriction.

- **IP** tab:

  List of IP addresses that cannot be used to access the store (both the storefront and the Administration panel). You can define either specific IP address or a range of addresses. For example, `192.0.2.12` or `192.0.2.24` - `192.0.2.255`.
- **Domain** tab:

  List of domain names whose IP addresses cannot be used to access the store (both the storefront and the Administration panel). For example, `example.com` or `site.example.org`.
- **Email** tab:

  List of specific email addresses or email servers that cannot be used to register at the store. For example, `johndoe@mail.example.com` or `mail.example.com`.
- **Credit card** tab

  List of 16-digit card numbers that will be rejected at checkout.
- **Administration panel** tab:

  List of IP addresses that cannot be used to access the Administration panel. You can define either specific IP address or a range of addresses. For example, `192.0.2.12` or `192.0.2.24` - `192.0.2.255`.

Each tab contains a list of admitted values with the corresponding value attributes:

  - Reason - Reason for the restriction that is displayed when someone is trying to access the store from a banned

IP address or register with an unwanted email address or pay with disapproved credit card.

- Created – Date and time when the restriction was created.
- Status – Status of the restriction (*Active* or *Disabled*).

10.13. Store locator

Use this section to define the locations of your brick-n-mortar stores (if any) so that your customers can find the nearest point of sale. Each location is plotted on a map according to the coordinates that you specify when adding a location. This functionality is based on the Google Maps service, and you need to provide your Google Maps API key in **Administration** → **Add-Ons** → **Store locator** before you can start using the service in your store. If you do not have such a key, sign up for the key at http://code.google.com/apis/maps/signup.html .

Important: To display the store locator on the storefront, remember to add a block with the content type Store locator (see Design > Blocks for more details).

Location attributes

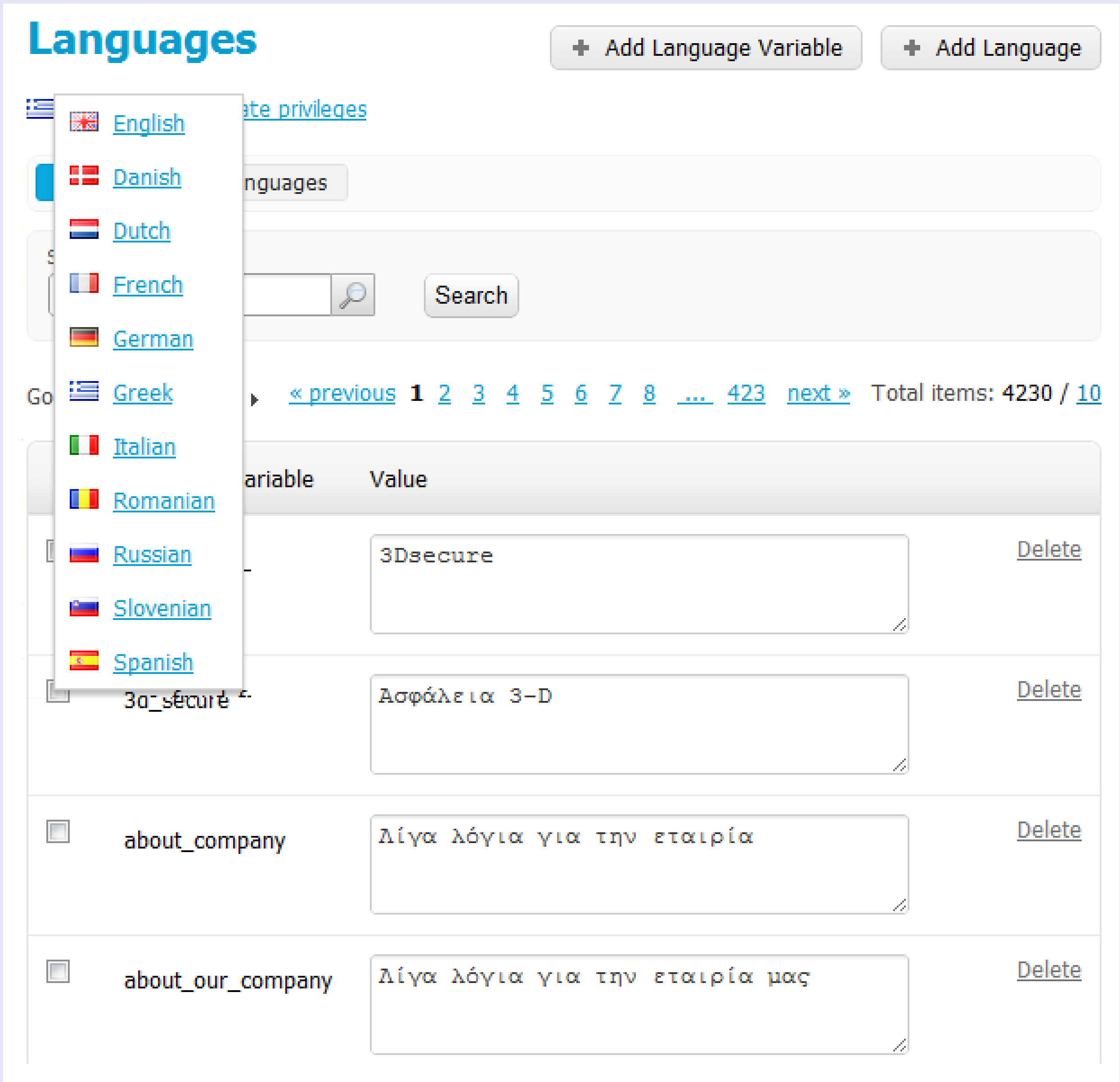
- Name - Name of the store location.
- Position - Position of the location relatively to the position of the other locations in the list.
- Description - Description of the location.
- Country - Country where the store is located.
- City - City in which the store is located.
- Coordinates - Coordinates of the store (latitude and longitude of the location).
- Localization - Localizations for which the store location is displayed.

10.14. Languages

This section provides the facilities to control the set of languages that are available in your store as well as editing and translating the text of language variables appearing both on the storefront and in the Administration panel.

Translations tab (list of language variables for the selected language):

- Language variable - Name of the language variable as it is used in template (*.tpl) files.
- Value - Value of the language variable as it appears on the storefront or in the Administration panel.



Languages tab (list of the store languages):

Note: The English language cannot be removed from the list.

- Language code - Two-letter code assigned to the language.
- Name - Name of the language.
- Status - Status of the language: *Active* - The language is visible both in the storefront and admin panel; *Disabled* - The language is disabled both in the storefront and admin panel; *Hidden* - The language is hidden in the storefront, but available in the admin panel.

	Language Code	Name	Status	
	EN	English	Active	delete
	DA	Danish	Active	Delete
	NL	Dutch	Active	Delete
	FR	French	Active	Delete
	DE	German	Active	Delete
	EL	Greek	Active	Delete
	IT	Italian	Active	Delete
	RO	Romanian	Active	Delete
	RU	Russian	Active	Delete
	SI	Slovenian	Active	Delete
	ES	Spanish	Active	Delete

Important: If you do not need to use the English language, make sure there is at least one alternative language enabled before you disable the English language.

10.15. Webmail

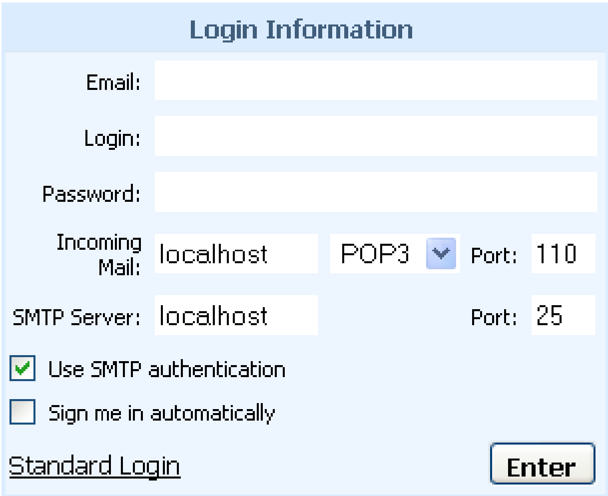
When you do business online, you always have to deal with lots of email messages and notifications of different types. Email that you receive at your company email addresses can be processed by a third-party email client, which seems to be rather inconvenient especially if you use a stand-alone application.

In order to compensate for this, CS-Cart has a full-fledged email client already built in. The client is powered by MailBee Webmail and supports for both basic and advance emailing capabilities, including safe email reading, message forwarding and replying, compose mail attachments, contact organizer, etc.

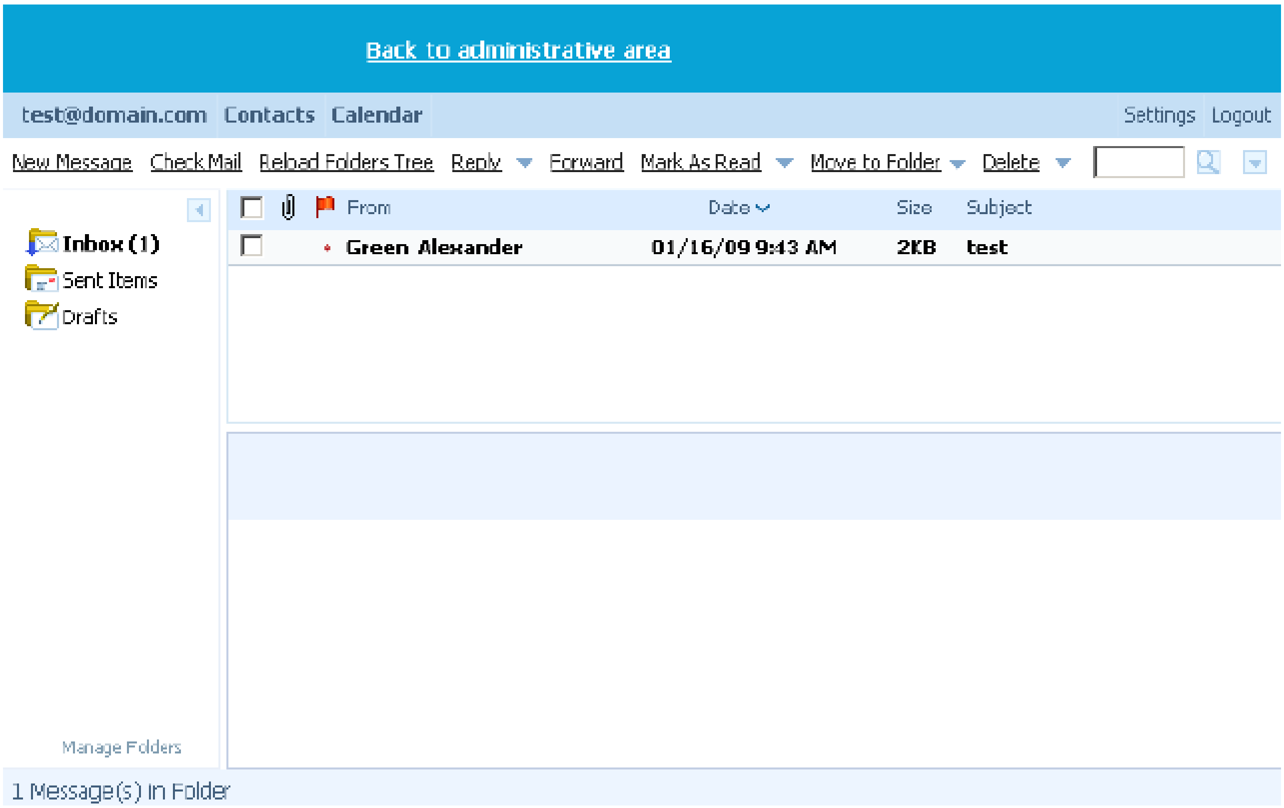
This email client does not relate to the CS-Cart capabilities of sending email notifications, and must be regarded as no more but an alternative to substitute for your regular email client that you use to accept and send messages.

Logging in to the mail

When you click on **Webmail** link in the Administration section of the Administration panel, the system forwards you to a login form where you are asked to provide your email server details and your credentials to connect to your email account on the server.



To start managing your mail you need to log in first. Once you've logged in, you can start working with webmail as if it were your regular email client.



From the webmail, you can easily go back to the CS-Cart Administration panel and there is no need to log out.

For more information on the MailBee WebMail application go to their official site http://www.afterlogic.com.

10.16. Data feeds

Use this section to create custom product feeds of any configuration. Feeds that you create here can be regularly uploaded to different shopping directories (e.g., Google Product Search, Shopzilla, Shopping.com, etc.) or any other remote location that can be accessed through FTP.

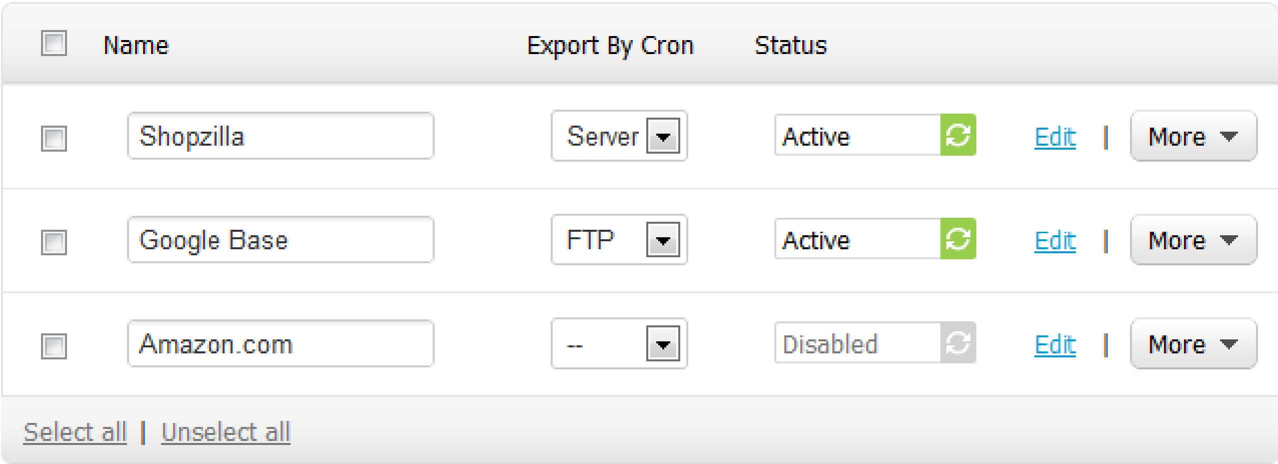
Important: This section requires that you have the Data feeds add-on enabled and configured in **Administration** → **Add-Ons**.

Creating/configuring a data feed

To create and configure a custom data feed:

1. In the Administration panel, go to **Administration** → **Data feeds**.

   The section contains a list of data feeds available in the store.



2. Click the **Add Data Feed** button.

This will open a form for creating/configuring a data feed. The forms includes three tabs:

General tab:

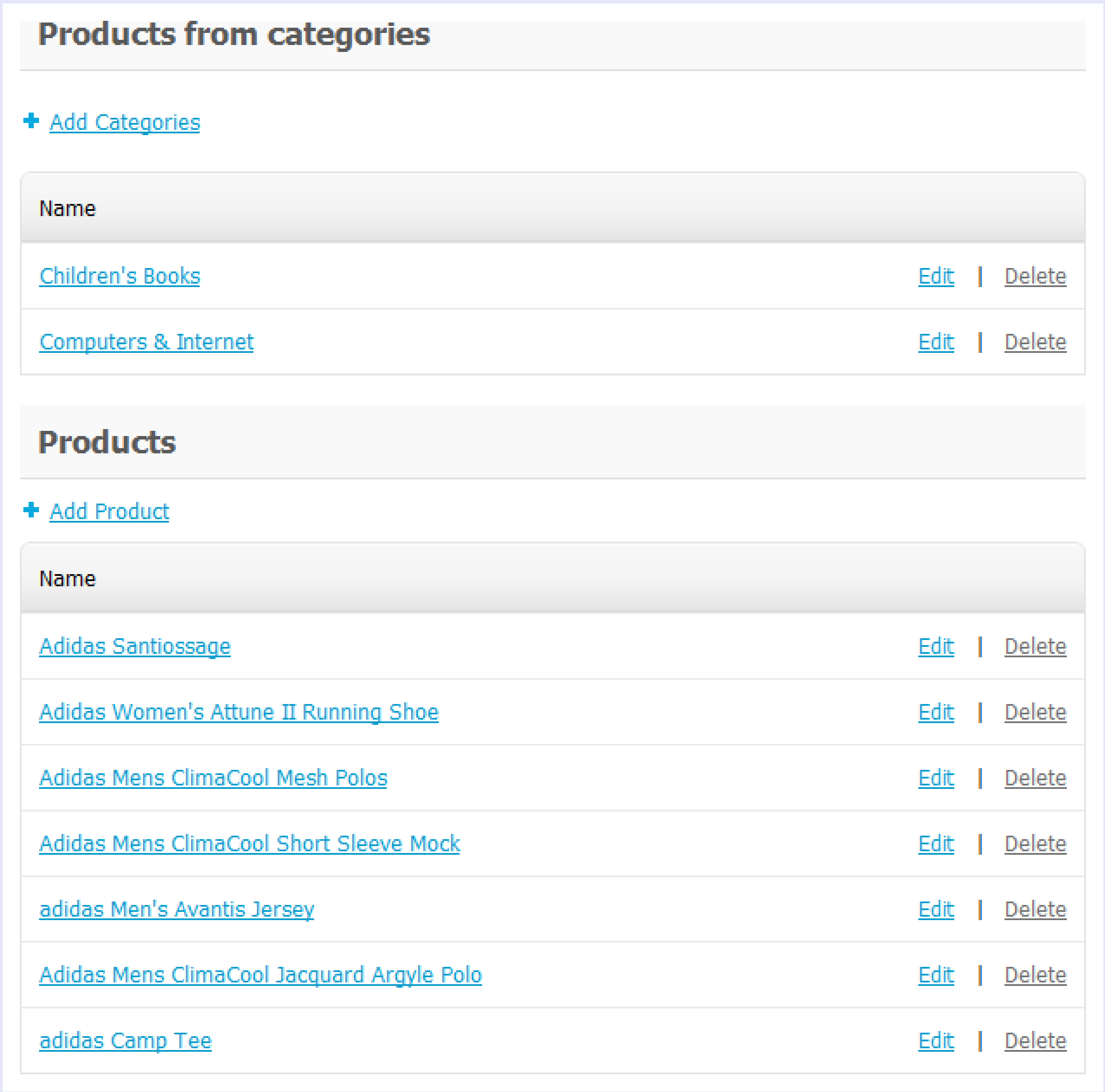
- Data feed name - Name of the data feed.
- File name - Name of the exported file.
- Language - Language of the data in the feed.
- Category delimiter - Delimiter to separate child and parent categories.
- Features delimiter - Delimiter to separate product features.
- Images directory - Directory where product images are located. Used for images without a path specified.
- Files directory - Directory where files for downloadable products are located. Used for files without a path specified.
- Price decimal separator - Decimal separator for product prices.
- CSV delimiter - Delimiter to separate data in the feed.
- Exclude disabled products - If selected, products that are disabled in the product catalog are not included in the data feed.
- Status - Status of the data feed (*Active* or *Disabled*).
- Server directory - Directory on your server where the data feed will be exported to. Make sure the directory has writable permissions.
- FTP server - URL of the target directory on the FTP server to which the data feed must be uploaded.

> **Important:** Make sure the URL you enter here agrees with the following format: `host[:port]/directory`. For example, `ftp.example.com:21/home/johndoe/feeds`.

- FTP username - Your username to access the FTP server.
- FTP password - Your password to access the FTP server.
- Export by cron to - Option to choose where the data feed must be uploaded to: A directory on the current server or a third-party FTP server.

Exported items tab:

Use this tab to select which individual products and/or product categories from your catalog must be included in the data feed.



Fields mapping tab:

Use this tab to arrange a list of fields included in the data feed. Each field has the following attributes:

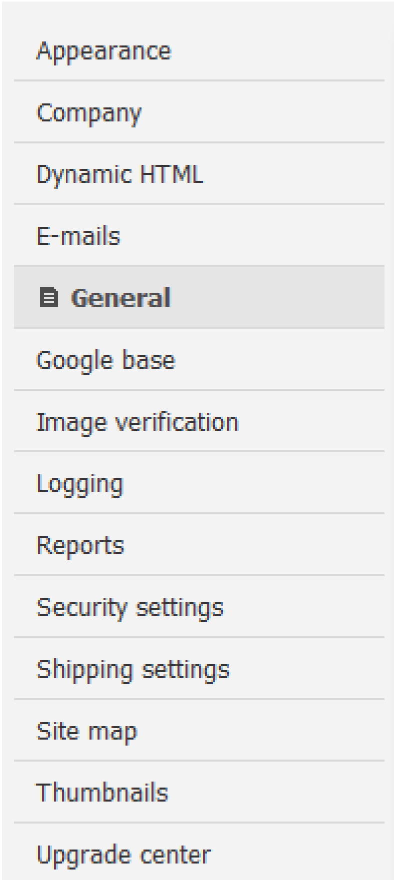
- Pos. - Position of the field relatively to the position of the other fields in the data feed.
- Field name - Name of the field.
- Field type - Meaning of the data in the field.
- Active - Checkbox to control the availability of the field.

3. Complete the form.
4. Click the **Create** button.

The new data feed will appear among the other data feeds in your store.

11. Settings

Use this section to configure the settings of your store. For convenience, settings are arranged into groups. To switch between the groups, use the toggle on the left.



11.1. Appearance

In this section, you can adjust some parameters that affect general appearance and behavior of your store (both the storefront and Administration panel). These parameters are common for all storefront skins and themes.

Administrator settings

Note: The following parameters apply to the appearance of the Administration panel only.

- Administration panel default language - Language in which all text variables are displayed.
- Orders per page - Number of orders displayed per page.
- Products per page - Number of products displayed per page .
- CMS pages per page - Number of content pages displayed per page.
- Display quick menu - If selected, the floating quick menu is displayed in the administration panel.

- Default WYSIWYG editor - Select one of the supported WYSIWYG editors, or select not to use any at all.
- Elements per page - Number of other items displayed per page.

Customer settings

Note: The following parameters apply to the appearance of the customer storefront only.

- Customer area default language - Language in which all text variables are displayed.
- Orders per page - Number of orders displayed per page.
- Products per page - Number of products displayed per page.
- Elements per page - Number of other items displayed per page..
- Number of columns in the product list - Number of columns that is used to arrange products on a product list page. Note, this option applies to the Grid layout only.
- Product list default sorting - Default order in which products are sorted on a products list page: Name - by name in alphabetical order, Price - from lowest to highest product price, Popularity - by product rating (highest to lowest), Bestsellers - by the number of sold items (highest to lowest).
- Estimate taxes using default address on cart/checkout pages - If selected, customers whose addresses are not registered in the database will see taxes calculated according to the default address.
- Display prices with taxes on category/product pages if the method of calculating taxes is based on a unit's price - If selected, product will be displayed on product and category pages having taxes included in the product price.
- Display prices with taxes on cart/checkout pages if the method of calculating taxes is based on a unit's price - If selected, product will be displayed on the cart and checkout pages having taxes included in the product price.
- Display In stock as a field - If selected, products will be displayed with the exact number of available items. Otherwise, product will be marked as simply being in stock.
- Use "Value changer" for the Quantity field - If selected, the ordinary quantity field in the product list and on the product details page is supplemented with a widget to increase/decrease the product quantity.
- Display mini thumbnail images as a gallery - If selected, multiple product thumbnails are displayed as a small gallery.
- Display the "Pagination section" on the top of the listed object - If selected, the pagination bar appears both on the top and at the bottom of a product list.
- Default image previewer - Select one of the available tools for displaying images and image galleries.
- Product detailed page layout - Choose a template for the default product details page layout. If necessary, the layout can be set up separately for every product details page or a category of products.

Product list layouts settings

- Default layouts for products list - Available templates to arrange products on a product list. The default templates can be expanded with custom templates, which must be placed to the directory `<store_dir>/skins/[ACTIVE_SKIN]/customer/views/categories/custom_templates`.
- Product list default layout - Default layout to display categories that have no specific layout defined.

- Use the selected layout for current category or search page only - If selected, customers are allowed to change the layout of the category or product list page that they are browsing at the moment. And moving to another category or product list page will restore the default layout. When this option is disabled, a customer can select to use a different layout, and the selected layout will apply to all category and product list pages that the customer visits during one session.

Common settings

The following settings apply both to the storefront and the Administration panel:

- Date format.
- Time format.
- Time zone.
- Calendar date format.
- Calendar week starts from.
- Unsaved changes warning - If selected, administrators are warned of unsaved changes before they leave the page.
- Show menu description - If selected, drop-down menus in the administration panel have a short description of each item.
- Notice displaying time - Number of seconds to display pop-up notices that follow an event like changing a status of an item in the Administration panel, or adding a product to the cart.

11.2. Company

Use this section to specify your company details and contact information.

- Company name - Name of your store. The value that you enter here is included in the copyright notes and invoices.

The following parameters are used to specify the geographical location of your business and your contact info. These details are also mentioned in invoices.

- Company address;
- Company city;
- Company country;
- Company state;
- Company zip code;
- Company phone;
- Company phone 2;
- Company fax;
- Company website.
- Year when the store started its operation - The year since your company has been in business. This value is used in copyright notes.
- User department e-mail address - Email address to receive notifications about newly created, modified and

deleted user profiles.

- Site administrator e-mail address - Email address to receive notifications about any technical issues.
- Order department e-mail address - Email address to receive notifications about placed orders and changed order statuses.
- Help/Support department e-mail address - Email address to receive messages submitted through the Contact Us form.
- Reply-To newsletter e-mail address - Email address to include in newsletters as a reply-to address.

11.3. Dynamic HTML

In this section, you can set up to which extent JavaScript will be used to generate dynamic HTML content on the storefront and in the Administration panel.

Customer settings

Note: The following parameters apply to the customer storefront only.

- AJAX-based "Add to cart" button - If selected, products are added to the cart dynamically without reloading the whole page.
- AJAX-based "Add to compare list" button - If selected, products are added to the comparison list dynamically without reloading the whole page.
- AJAX-based pagination - If selected, customers can navigate between multiple pages of a single product or category list without having the whole page reloaded.

Administrator settings

Note: The following parameter applies to the Administration panel only.

- AJAX-based pagination - If selected, you can navigate between multiple pages of a single product or category list without having the whole page reloaded.

11.4. E-mails

Settings in this section define the way CS-Cart will send email messages and notifications.

The three available options are:

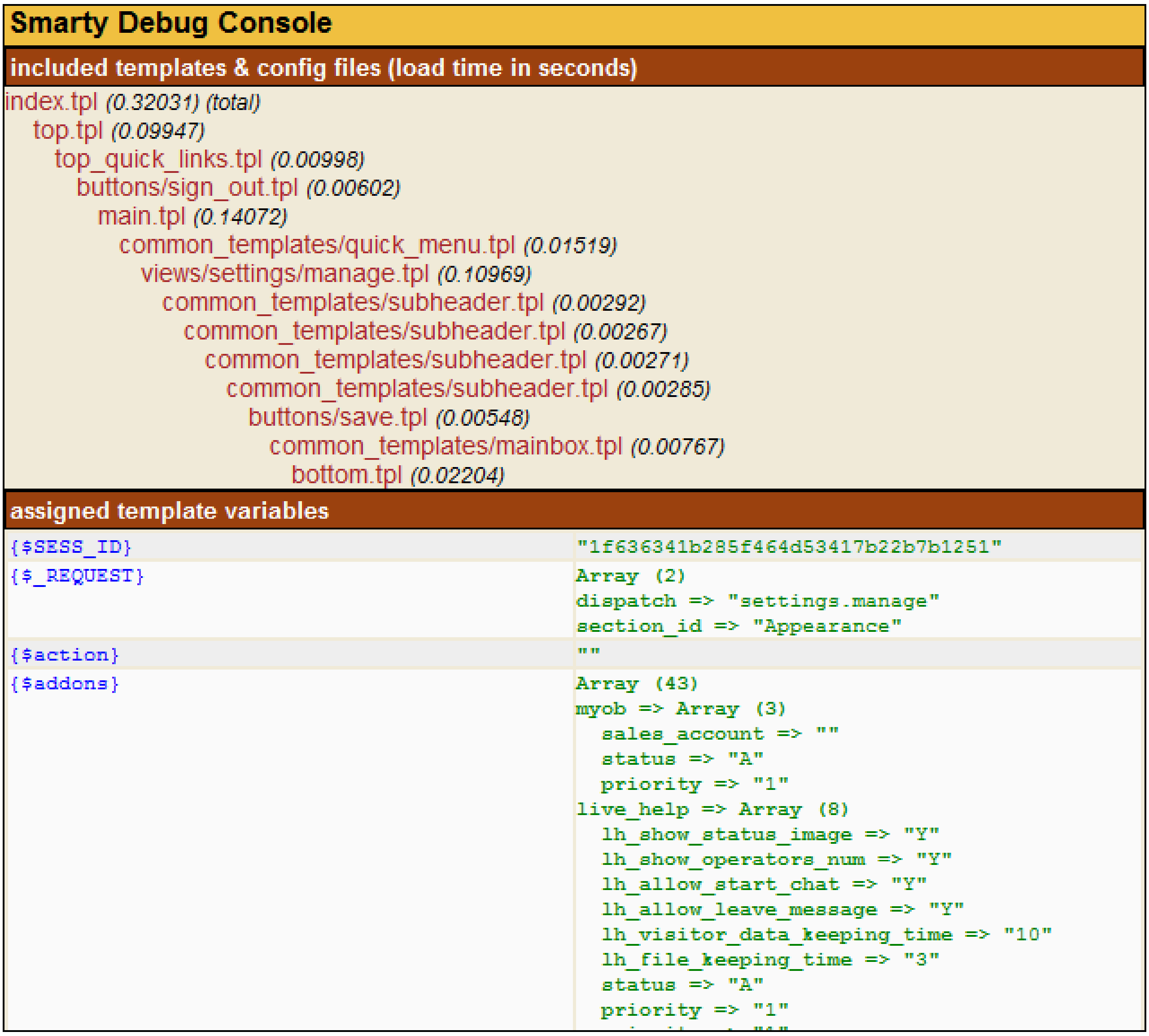
- Via an external SMTP server;
- Via the PHP mail() function;
- Via Sendmail (a popular email routing facility).

If you want to use an external *SMTP server*, specify connection details. If you want to use Sendmail, specify the absolute path to the executable file. If you choose to use the PHP mail() function, emails will be sent directly from the script.

11.5. General

Settings and preferences in this section control a great number of parameters that affect different aspects of your store.

- Enable secure connection at checkout - If enabled, checkout pages work through the HTTPS protocol. This option requires an SSL certificate to be installed on your server.
- Enable secure connection in the administration panel - If enabled, the Administration panel works through the HTTPS protocol. This option requires an SSL certificate to be installed on your server.
- Enable secure connection for authentication, profile and orders pages - If enabled, login and profile registration/update pages on the customer storefront work through the HTTPS protocol. This option requires an SSL certificate to be installed on your server.
- Keep HTTPS connection once a secure page is visited - If selected, visitors continue browsing through the HTTPS protocol after they visit a secure page for the first time.
- Template debugging console - If selected, the Smarty debug console, a JavaScript pop-up window, appears on the customer storefront and the Administration panel when you log in with your administrator account. The console shows the hierarchy of templates that were used to build the current page. It is helpful to use the console when you customize the look and feel of your store.



- Alternative currency display format - This option controls whether product prices are shown in one currency (selected by the customer) or two currencies (default store currency and the currency selected by the customer).
- Weight symbol - Symbol of the unit of weight that you use in your store (e.g., lb, kg, etc.).
- Grams in the unit of weight defined by the weight symbol - Number of grams in the unit of weight that you use in your store.
- Access key to temporarily closed store - Key to access the storefront when the store is temporarily closed for maintenance. For example, with the key = 123456, the closed store can be accessed through the following URL only: `http://www.example.com/index.php?store_access_key=123456`.
- Initial order ID value - Integer number to open the order ID numbering. The value you enter here will be used as the ID of the next order placed in your store. With every new order, its ID will increase by 1. The value of this field cannot be less than any order ID number that is already in the database.
- Allow users to create shipments - If selected, products from one order can be shipped separately in different shipments.

- Tax calculation method based on - Select whether taxes should apply to individual products in the order (*Unit price*) or the order subtotal, which also considers all discounts (*Subtotal*).

Here is a complex example of how taxes are calculated if the tax calculation method is based on the order subtotal.
Provided the order contains three products:

Product A - \$100 x 2	(tax1 = 10%)
Product B - \$50 x 3	(tax2 = 5%)
Product C - \$70 x 4	(tax1 + tax2 = 10% + 5%)

Order total = \$630
Order discount = \$60

Step 1: Calculating the discounted subtotal
630 - 60 = 570

Step 2: Allocating the discount by the tax group subtotal
\$570 / \$630 = \$0.904762
tax1 subtotal = ((\$100 * 2) + (\$70 * 4)) * \$0.904762 = \$434.29
tax2 subtotal = ((\$50 * 3) + (\$70 * 4)) * \$0.904762 = \$389.05

Step 3: Calculating taxes
tax1 (10%) = \$434.29 * 0.1 = \$43.43
tax2 (5%) = \$389.05 * 0.05 = \$19.45

Step 4: Calculating the total (discounted subtotal + taxes)
570 + 43.43 + 19.45 = \$632.88

- Help us improve CS-Cart - Select whether snapshots of your store should be sent to the development team automatically by CS-Cart or manually by the store administrator. Snapshots include no personal data, but they only reflect the current condition of the store: its settings and configuration, the modules that you use, etc. This information allows the development team to learn what CS-Cart features and options are used most intensively, and adjust the development processes accordingly.
- Check for updates automatically - Select to check for software updates automatically.

Default location

The values you enter here are automatically considered as the geographic location of all unregistered store visitors. You can define the following details:

- Default address;
- Default zipcode;

- Default city;
- Default country;
- Default state;
- Default phone.

Catalog

- Enable inventory tracking - If enabled, the system automatically updates the product inventory every time products are ordered or returned.
- Allow negative amount in inventory - If enabled, customers can order products that are out of stock.
- Download key TTL - Number of hours after a download link for a downloadable product was sent to a customer, during which the customer can download the product. After that the link expires and becomes invalid.
- Low stock notification threshold - Minimum number of product items in stock that the order department must be warned about when this quantity is reached.
- Show products from subcategories of the selected category - If selected, products from subcategories are displayed on the parent category page.
- Display modifiers for product options - If selected, product option and variant selectors reveal how choosing a particular variant/option will change the original product price (if at all).
- Exception style - The way the system must handle product option exceptions (illegal combination of options): hide illegal combinations or just show a warning message saying that the chosen combination is illegal and cannot be ordered.
- Show out of stock products - If selected, products are displayed on the storefront even if they are out of stock.

Promotions

- Allow customers to use single discount coupon only - If selected, customers can apply only one discount coupon per order.

Users/cart

- Allow users to create multiple profiles for one account - If selected, users are allowed to specify multiple shipping and billing addresses for a single account. This may be useful when a user needs separate profiles for personal and business use, for example.
- Allow users to store credit card data in profile - If selected, credit card details (card number, cardholder's name and expiration date) are kept on the profile page.
- Define minimum order amount by - Choose whether the minimum order amount should include the shipping cost (*Products with shipping*) or be a bare cost of products in the order (*Products*).
- Minimum order amount - Minimum amount of order subtotal required to place an order.
- Allow shopping for unlogged customers - If selected, store visitors can add products to their carts even if they are not logged in.
- Disable anonymous checkout - When selected, only registered customers are allowed to place orders in your store.
- Redirect customer to the cart contents page if non-AJAX addition to a cart is used - If selected,

customers are redirected to their carts after adding a product to the cart if dynamic AJAX-based adding is disabled.

- When the customer clicks on any Checkout button/link in the store, redirect to the Cart content page first - If selected, a customer is redirected to the cart after clicking the Checkout button. Otherwise, the customer goes directly to the checkout page.
- Allow customer to sign up for user group - If selected, customers can sign up for user groups on the storefront.
- Administrator must activate new user accounts - If selected, newly created customer accounts are inactive until the store administrator activates them manually.
- Profile address section order - Choose which customer address should go first on the checkout page: billing address or shipping address.
- User e-mail is used as login - If selected, user email addresses can be used instead of regular usernames to log in to the storefront and Administration panel.
- Ask customers to agree with terms & conditions during checkout - If selected, customers are asked to accept your store's terms and conditions at checkout.
- Allow customers to pay order again if transaction was declined - If selected, customers are allowed to carry out the same transaction if it previously failed.
- Checkout style - Select the behavior of the checkout pages: *One-page checkout* - checkout is represented on a single page; *One-page checkout with cart contents* - checkout is represented a single page that also includes an editable list of products in the cart; *Multi-page checkout* - checkout is represented as a four-step wizard.
- Estimate shipping cost on cart page - If selected, a form for estimating shipping cost is displayed on the cart page.
- Allow guest to create an account after successful order - If selected, at guest checkout, the buyer is offered to register an account if the order was placed successfully.

Proxy server for outgoing connections

If your store works under a proxy-server, specify your connection details here.

- Proxy host - Name of the proxy server (e.g., example.com).
- Proxy port - Proxy server port number (e.g., 8080).
- Proxy user - Username to connect to the proxy server.
- Proxy password - Password to connect to the proxy server.

Search options

- Search also in - If selected, the search is additionally conducted in Pages and/or Site News.

11.6. Google Base

With CS-Cart, you can automatically submit your product feeds to Google Base so that your products can be easily found via Google Product Search.

To start submitting automatic product feeds to Google, specify the following parameters:

- Google host - `uploads.google.com` by default;
- Google login - Your login to access the FTP server of Google Base;
- Google password - Your password to access the FTP server of Google Base.

Important: To make this available, PHP on your server must be configured with `--enable-ftp` key switched on. If you are not sure if this parameter is enabled, please contact your server administrator for help.

11.7. Image verification

Image verification is used to ensure that forms in your store are completed by humans, not automated systems. This allows you to avoid lots of spam and fake user accounts. You can adjust parameters of verification images as well as specify when image verification is required.

- Image width – Width of a verification image.
- Image height – Height of a verification image.
- String length – Number of characters in an image.
- Number of grid lines - Number of grid lines in an image.
- Grid color – Color of grid lines in an image (hexadecimal code).
- Minimal font size – Minimum font size of characters in an image.
- Maximal font size – Maximum font size of characters in an image.
- String type – Type of characters to appear in a string (digits, letters or both).
- Character shadows – If selected, characters are displayed with shadows.
- Color – If selected, characters are displayed in color.
- Path to background image – Image that is used as a background for a verification image. This field must contain a relative path to the graphic file with the image.
- Do not use verification if user is logged in – If selected, customers who have logged in to the store are not asked to verify images.
- Do not use verification after first valid answer – If selected, store visitors are not asked to verify images after they have verified the first image.

Use for

Here you should specify forms for which image verification is required.

- Login form.
- Register form.
- Custom forms.
- Send to friend form.
- Comments and reviews forms.
- Checkout (user information) form.
- Polls.

- Track my order form.

11.8. Logging

In this section, you can specify what kind of events must be registered in the system logs. Log files are kept in the directory `<cscart_dir>/var/log`. Since log files can gradually grow larger, it is recommended that you clean the directory from time to time. Or you can view and clean up the logs in **Administration** → **Logs**.

- Requests – Select to track and record all HTTP and HTTPS requests.
- Users – Select to track and record events related to user activity.
- Products – Select to track and record events concerning products in the catalog.
- Orders – Select to track and record events concerning orders.
- Database – Select to track and record events concerning your store database.
- News – Select to track and record events concerning news that is published in your store.
- Categories – Select to track and record events concerning product categories.

11.9. Reports

Use this section to specify the format of time intervals displayed in report charts.

11.10. Security settings

Use this section to adjust security settings for accessing the administration panel.

- Minimum administrator password length - Minimum number of characters that in an administrator password.
- Administrator password must contain both letters and numbers - If selected, the system demands that an administrator password contain both letters and numerals. This improves password strength and thus makes it more effective in resisting guessing and brute-force attacks.
- Force administrators to change password on the first login - If selected, store administrators are demanded to change their passwords once they have logged in to the administration panel for the first time.
- Password validity period in days - Days before an administrator password expires and the user is demanded to change the password. Set the value of this field to 0 (zero) so that passwords never expire.
- Access key to cron script which sends e-mail notifications of password change - Key to access the cron script that reminds the store administrator to change the password. To activate the script, open in your web browser `http://www.example.com/admin.php?dispatch=profiles.password_reminder&cron_password=access_key` replacing the `access_key` part with the key you enter in this field.

11.11. Shipping settings

Use this section to enable/disable automatic shipping rate calculation in your store as well as activating real-time shipping rate estimation for the integrated shipping services: Australia Post, Canada Post, DHL, FedEx, Swiss Post, UPS and USPS.

When real-time shipping rate estimation is enabled, your store sends the necessary information (e.g., destination address, order weight, etc.) to the server of a particular shipping carrier and receives the relevant shipping cost at the moment when the buyer places an order. As a result, there is no need of manual setup and maintenance of rates and locations. Nevertheless, you are still able to add a surcharge when configuring a particular service to cover auxiliary costs like wrapping, insurance, etc.

In addition to the above-mentioned shipping services, CS-Cart is integrated with InterShipper, the service that can estimate shipping rates for UPS, USPS, FedEx and DHL/Airborne.

Particular shipping services are configured in **Shipping & Taxes ® Shipping Methods**.

Important: In order to start using real-time shipping rate estimation, you need to register an account with the respective shipping carrier. For details, please refer to the website of a particular carrier. The same rule applies to using InterShipper.

11.12. Site Map

Use this section to adjust the details of the sitemap that is automatically generated for your web store.

- Show the 'Categories' section - If selected, the sitemap includes links to root categories and every subcategory.
- Show only root level categories links in the 'Categories' section - If selected, the sitemap includes links to root categories only.
- Show the 'Site info' section - If selected, the sitemap includes links to pages from the Information section.

11.13. Suppliers

Use this section to enable/disable products that are supplied by third-party providers in the catalog and sell these products in your store. Such products are flagged in the products database as belonging to a supplier, and suppliers are notified every time somebody buys their products. A typical notification contains a list of ordered products and the customer's address. Then the supplier is expected to deliver the products to the customer.

This functionality has the following settings:

- Enable suppliers functionality - If selected, suppliers become available in the store.
- Display product supplier company - If selected, product suppliers are listed on the storefront.
- Display shipping methods to each supplier separately - If selected, customers are allowed to select a shipping method for every supplier.

11.14. Thumbnails

Use this section to specify parameters and properties of automatic thumbnail creation.

- Thumbnail background color - Background color of a thumbnail in hexadecimal HTML color code.
- Thumbnail format - Format of a resized thumbnail. You can choose to keep the original format or convert it to GIF, JPEG or PNG.
- JPEG format quality - Quality of resized JPEG images starting from 100%, which is hard to distinguish from the uncompressed original but that takes most storage space, down to 10% showing serious image degradation. It is recommended that you not compress that aggressively and use the quality of no less than 60%. In most cases, the optimum quality level is 80%.
- Product list (category, search, etc.) thumbnail width - Width of a resized product thumbnail in the product list.
- Product list (category, search, etc.) thumbnail height - Height of a resized product thumbnail in the product list..
- Product details page thumbnail width - Width of a resized product thumbnail on the product details page.
- Product details page thumbnail height - Height of a resized product thumbnail on the product details page.
- Detailed product image width - Width of a detailed product image on the product details page.
- Detailed product image height - Height of a detailed product image on the product details page.
- Product cart page thumbnail width - Width of the resized product thumbnail on the cart contents page.
- Product cart page thumbnail height - Height of the resized product thumbnail on the cart contents page.
- Categories list thumbnail width - Width of a resized category thumbnail in the category list.
- Categories list thumbnail height - Height of a resized category thumbnail in the category list.
- Category details page thumbnail width - Width of a resized category thumbnail on the category details page.
- Category details page thumbnail height - Height of a resized category thumbnail on the category details page.
- Detailed category image width - Width of a detailed category image on the category details page.
- Detailed category image height - Height of a detailed category image on the category details page.

11.15. Upgrade center

Use this section to adjust the settings of the CS-Cart upgrade center available in **Administration → Upgrade center**.

- License number - Your CS-Cart license number.
- Updates server - Server from which the store receives the updates (`http://updates.cs-cart.com/` by default).
- Hostname - Name of your FTP server.
- Username - FTP account username.
- Password - Password for the FTP account username.
- Directory - Directory where CS-Cart files are located.

Note: FTP access details are required to adjust file permissions if there are access permission issues during the upgrade.

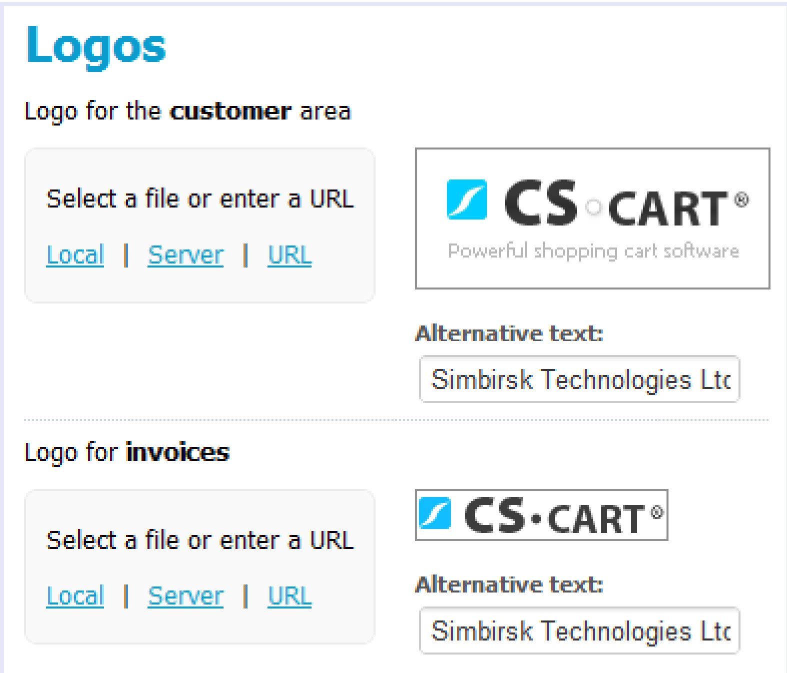
12. Design

This section of the Administration panel assembles control elements and facilities to manage and customize the appearance of your store. Here you can arrange the layout of different types of pages, edit the templates that constitute the interface, easily change the store logos, apply a different skin, etc.

12.1. Logos

Use this section to define the set of the store logos that are shown on the customer area, in the store invoices and gift certificates.

Logo images can be uploaded from a local computer of the server file system. Alternatively, you can specify the URL to a remote location where the image is physically located. An alternative text describes the image and is shown when the image is missing or cannot be displayed. It is good practice to have an alternative text associated with the image as an additional SEO-wise opportunity.



12.2. Design mode

This section provides facilities for translating the store interface (both the storefront and the Administration panel) and editing the current skin templates (the storefront only).

Translating the interface

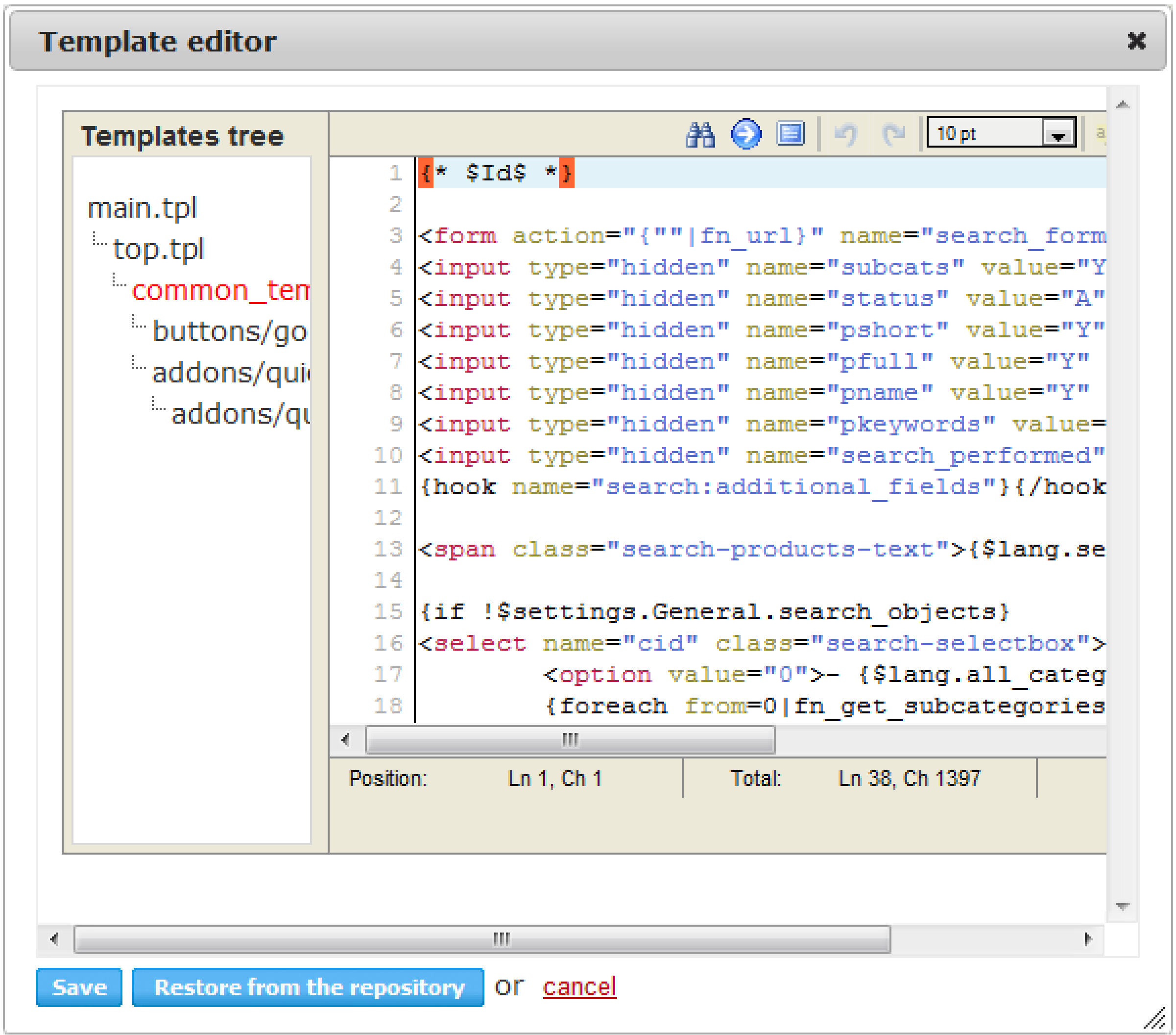
Enabling the translation mode allows you to translate the necessary interface elements on the fly. Switch to the translation mode by clicking **Enable Translation Mode**. Now all the editable interface elements are highlighted in green. You can continue navigating through the interface just if you were using the regular mode.
To translate an element, which is literally to change the value of the corresponding language variable, hover the mouse pointer over the element and click the book icon ( ) on the left. Then change the text of the element that appears in an editable text box. Save the changes.
Once you have finished translating the interface, navigate back to this section and click **Disable Translation Mode** to restore the regular mode.

Customization of the skin templates

When using the customization mode, you can edit the storefront templates on the fly.

Important: When you edit the templates, you are supposed to be familiar with the PHP Smarty template engine. Also consult the help pages at docs.cs-cart.com to learn the basics of the CS-Cart architecture.

To start editing the templates, switch to the customization mode by clicking the **Enable Customization Mode** button. Then click on the **View storefront in customization mode** link to move to the storefront. Editable templates now have an edit icon ( ) assigned to them. Hover the mouse point over the necessary icon to highlight the corresponding template or group of related templates, then click the name of the template you want to edit. The template's source code will appear in the template editor (see the image below).
Edit the template and save your changes. To restore the original template, use the **Restore from the repository** button.
Once you have finished editing the templates, navigate back to this section and click the **Disable Customization Mode** button to restore the regular mode.

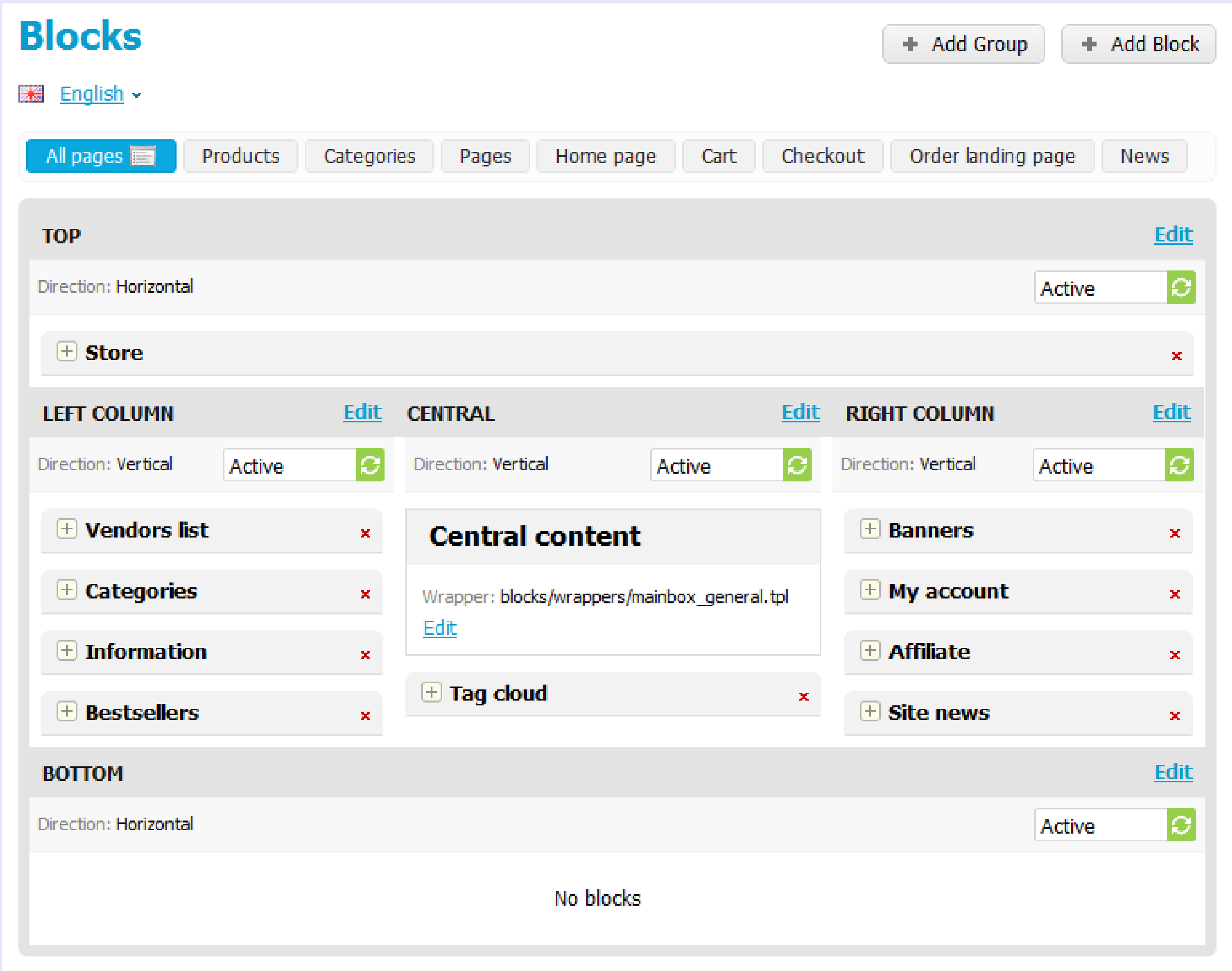


Also Read in CS-Cart Knowledge Base

- Translating CS-Cart

12.3. Blocks

In this section, you can change the layout of the storefront pages. In particular, you can re-arrange the blocks appearing on different storefront pages, edit their attributes and add custom blocks. It is convenient to regard them as independent boxes containing different information like a list of products or categories, a banner, a search form, etc. Blocks are nested inside a typical page frame illustrated below. The frame consists of five default groups: *Top*, *Left Side box*, *Central*, *Right Side box* and *Bottom*. These groups are hardcoded and cannot be removed. However, you can deactivate a particular group, and its contents will not appear on the storefront.



The frame is the same for all types of supported pages: the home page, product and category details pages, the cart page, the checkout page, content pages, order landing page and news pages. Blocks that you place in a frame that is specific to a certain page type will appear on such a page only. However, if you need a block to appear on all the store pages (e.g., category menu), use the common frame under the **All pages** link.

In addition to the default groups, you can create custom groups and arrange multiple individual blocks into a group. Custom groups are placed inside one of the default groups.

Important: Once you have edited/re-arranged blocks or group of blocks, please make sure everything displays correctly on the storefront. If it does not, try to edit the parameters of the changed blocks/groups or revert to the original layout.

12.3.1. Managing blocks and groups of blocks

To place a *custom group* on a page:

1. In **Design** → **Blocks**, click on the link representing the page type.

   This will open a common frame for all pages of this page type.

2. Click **Add Group** to open a form with the new group attributes.

3. Complete the form. Find the meaning of the attributes under the Group attributes heading later in this section of the guide.
4. Click **Create** to apply the changes.

The group will appear among the other objects in the frame. To move the group to a different place inside the frame, simply drag-n-drop it to the required position.

To place a *block* on a page:

1. In **Design** → **Blocks**, click on the link representing the page type.
   This will open a common frame for all pages of this page type.
2. Click **Add Block** to open a form with the new block attributes.
3. Complete the form. Find the meaning of the attributes under the Block attributes heading later in this section of the guide.
4. Click **Create** to apply the changes.

The block will appear among the other objects in the frame. To move the block to a different place inside the frame, simply drag-n-drop it to the required position.

12.3.2. Group attributes

Groups have the following attributes to be defined:

- Name - Name of the group.
- Group - Parent group for this group.
- Block order - Direction of blocks in the group (*horizontal* or *vertical*).
- Wrapper - Template to border the block.

12.3.3. Block attributes

Blocks have the following attributes to be defined:

- Name - Name/title of the block.
- Block content - Type of the block's contents. Find a description of the block contents types under the Contents types heading later in this section of the guide.
- Filling - Contents of the block. Find a description of the filling types under the Filling types heading later in this section of the guide.
- Group - Position of the block in the frame.
- Appearance - Mode to display the contents of the block. Find a description of the appearance types under the Appearance types heading later in this section of the guide.
- Wrapper - Template to border the block.
- Block width - Width of the block in percent or pixels. This parameter works only for groups having horizontal direction.

Note: For the meaning of the specific settings, see the information under the Specific setting heading later in this section of the guide.

12.3.3.1. Content types

Blocks can be of one of the following content types:

List objects

- Products - One or more products from the catalog.
- Categories - List of the store categories.
- Pages - List of links to static pages.
- Product filters - Filters to find products against specific parameters.
- Tags - List of product and category tags (requires the Tags add-on).
- News - List of links to published news (requires the News & Emails add-on).
- Polls - One or several polls (requires the Polls add-on).
- Banners - One or several banners (required the Banners management add-on).
- Payment methods - List of images of all the available payment methods in the store.
- Mailing lists (not available in the Community edition) - Box to subscribe to a mailing list (requires the News & Emails add-on).
- Shipping methods - List of images of all the available shipping methods in the store.

Standard side boxes (standard elements without custom attributes):

- Feature comparison **-** Box to accommodate products to be compared.
- My account - Box with links to pages with the customer account details.
- Search - Search form.
- Shipping estimation - Box to display estimated shipping rates.
- Live Help - Box to display a Live Help icon.
- Affiliate - Box with links to pages with the affiliate account details (requires the Affiliate add-on).
- Events - Box with the current events in the store (requires the Gift Registry add-on).
- Store locator - Box showing the location of your store on Google's map (requires the Store Locator add-on).
- Testimonials - Box with a list of testimonials (requires the Comments & Reviews add-on).

Special object

- HTML block - Box with custom HTML content.
- Unique HTML block - Box with custom HTML content that may be different for every selected object (product, category, page).
- RSS feed - Displays RSS feeds from an external website.

12.3.3.2. Filling types

Blocks can have one of the following filling types (in alphabetical order):

- Also bought - Product that are usually bought together with this product (requires the Customers Also Bought add-on).
- Bestsellers - Products that are sold best (requires the Bestseller add-on).
- Child pages - List of the page's child pages.
- Dynamic - Items are added dynamically.
- Emenu - Drop-down list with subcategories.
- Filters - Product filters.
- Manually - Items are added manually.
- My tags - Cloud of store tags added by the user.
- Newest - Block contains the newest items.
- Plain - Plain text with no links.
- Popularity - List of items sorted by the number of views.
- Rating - List of items sorted by their rating (requires the Comments & Reviews add-on).
- Recently viewed - Block contains the items that have been recently viewed by the customer.
- Tag cloud - Cloud of store tags added by users.

12.3.3.3. Appearance types

Blocks can have one of the following filling appearance types (in alphabetical order):

- Central - Layout is intended for the content appearing in the center of the page.
- Dynamic - Appearance depends on the user's choice.
- Emenu - Drop-down list with subcategories.
- Grid - Items (product thumbnail next to a text link) arranged in a grid.
- Hot deals - Product appear in a carousel (vertical scrollable list with pagination).
- Links thumb - Product thumbnail with a text link to the product page.
- Multicolumns - Items appear in multiple columns.
- Multicolumns small - Small items appear in multiple columns.
- My tag cloud - Appearance type for the My Tags content type.
- Products - Product are displayed in the box just the same as they are displayed in a typical product list.
- Products2 - Product are displayed with thumbnails and price, and are arranged in multiple columns.
- Products grid - Items (product thumbnail above a text link) arranged in a grid.
- Scroller - Automatically scrolled list of products (product thumbnail at the top).
- Scroller2 - Automatically scrolled list of products (product thumbnail on the left).
- Scroller3 - Automatically scrolled list of products (no thumbnail).
- Short list - Product are displayed with thumbnails, price and product codes, and are arranged in a simple table.
- Side box first item - The first product is displayed with a thumbnail and a text link, and the rest of the products

are represented as a link to the products page.

- Small items - Product thumbnail with a text link to the product page.
- Tag cloud - Appearance type for the Tags Cloud content type.
- Text link - Simple text links.
- Without image - Simple text link to the product page and the product price.

12.3.3.4. Specific settings

Blocks can have the following specific settings:

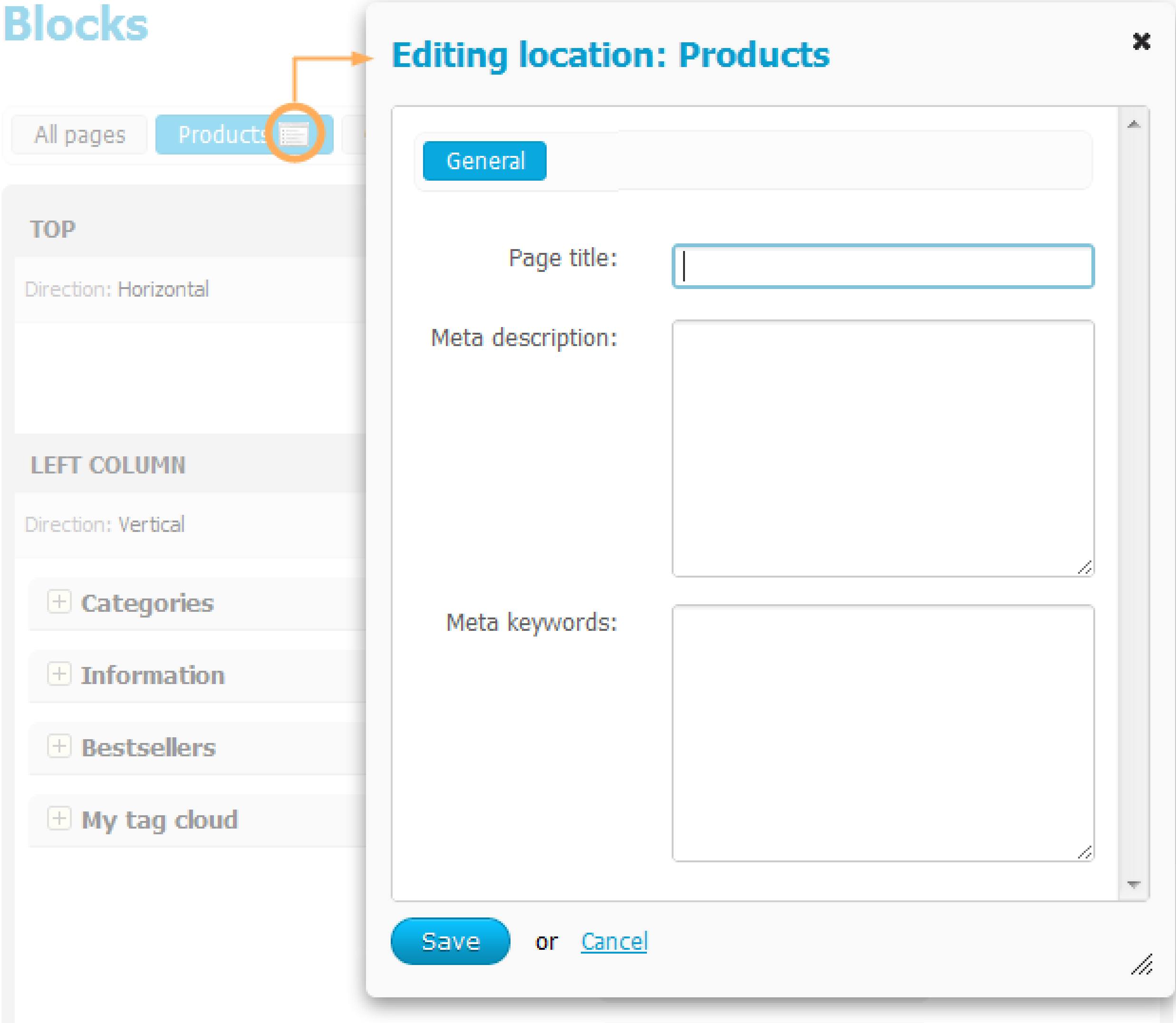
- Easing - Progression of the animation in scrolling: *Swing* or *Linear*.
- Feed URL - URL to an external RSS channel (e.g., http://www.example.com/rss/).
- Hide add to cart button - Add to cart button does not appear in the block.
- Item quantity - Number of items in the block.
- Last days - Days preceding the moment the block contents are displayed.
- Limit - Maximum number of items to appear in the block.
- Number of columns in the objects list - Number of columns in which the items appear in the block.
- Number of items (RSS) - Number of entries from an RSS feed.
- Pause delay - Pause between scroller content changes (msec.).
- Period - Period when the items inside the block appeared in the store (any date, today, number of preceding days).
- Random - Items are selected randomly.
- Scroller direction - Direction of items in the scroller.
- Show - One of available product filters.
- Show item number - If selected, the block displays the number of items in the block.
- Speed - Speed of changing the scroller content.

12.3.4. HTML SEO attributes

Along to adjusting the layout, you can use the Blocks section to define SEO attributes of a particular type of pages or all pages in your store. These attributes include the HTML page title as well as HTML meta keywords and description.

To set or edit the SEO attributes for a particular type of pages:

1. In **Design** → **Blocks**, open the tab representing the page type.
2. Click the  icon on the tab. This will open a special form with the SEO attributes.



3. Complete the form.

- Page title - Title of the page as it appears in the title bar of a browser.
- META description - Contents of the HTML meta tag describing the page.
- META keywords - Contents of the HTML tag containing a list of search keywords for the page.

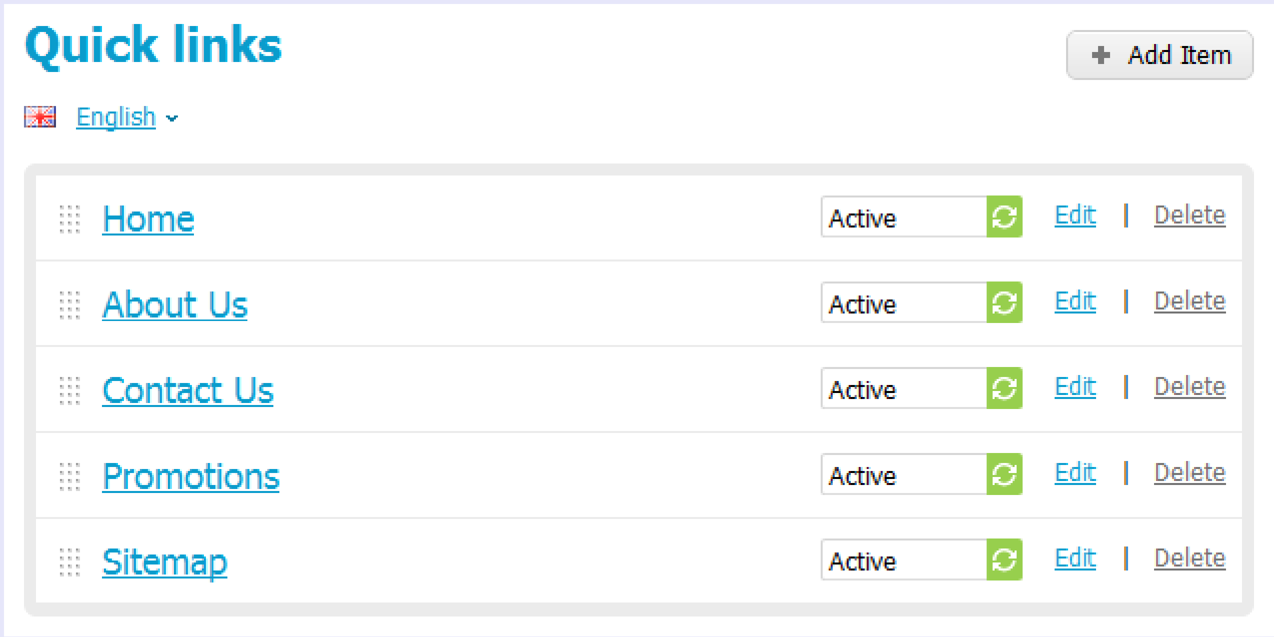
4. Click the **Save** button to apply the changes.

Also Read in CS-Cart Knowledge Base

- Page Title
- Editing Meta Tags

12.4. Quick links

Use this section to manage the set of quick links that appear in the top right-hand corner and at the bottom of each storefront page. Literally, quick links are the shortcuts that improve the store navigation by providing immediate access to some of the store pages.



Link attributes

- Link text - Name of the shortcut as it appears on the storefront.
- URL - URL of the page under the shortcut. It should not necessarily be an absolute URL consisting of the access protocol, the domain name and the path to the page. A relative link like `index.php?dispatch=gift_certificates.add` would be enough.

12.5. Top menu

Use this section to re-design the set of tabs appearing in the storefront's top menu.

	Pos.	Name	Status	
	1	Home	Active	Edit | Delete
	2	Catalog	Active	Edit | Delete
	3	My Account	Active	Edit | Delete
	4	View cart	Active	Edit | Delete
	100	Company	Active	Edit | Delete

Tab attributes

- Parent item - Choose whether it must be a root level item (a tab) or an item appearing in a drop-down submenu.
- Link text – Name of the item/tab as it appears on the storefront.
- Position – Position of the item relatively to the position of the other items of the same level.
- URL – URL of the linked page. It should not necessarily be an absolute URL consisting of the access protocol, the domain name and the path to the page. A relative link like `index.php?dispatch=pages.view&page_id=3` would be enough.
- Activate menu tab for - Storefront components pages where the items appear.
- Generate submenu - Select whether the system should generate a submenu containing child elements of the selected object (None = no submenu; Category = subcategories of the selected category; Page = child pages of the selected page).
- Pop-up direction - Side on which the popup menu will appear.

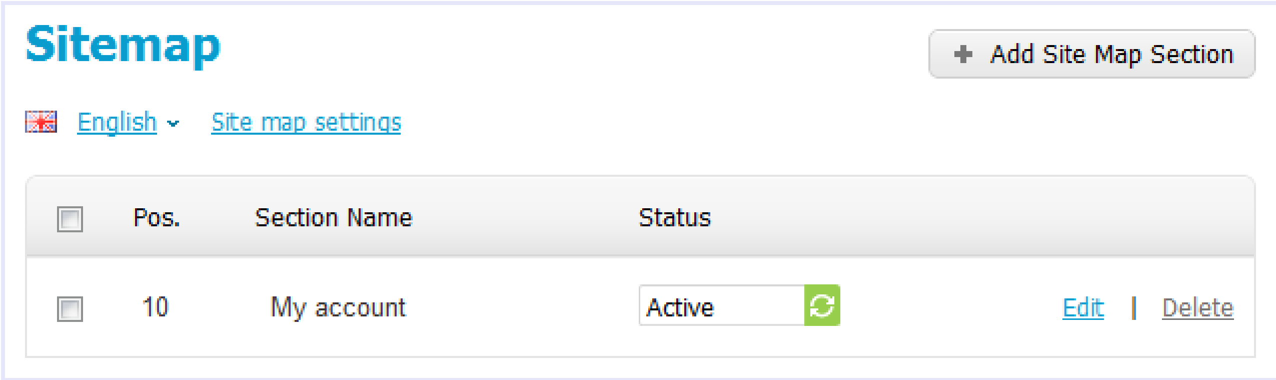
Also Read in CS-Cart Knowledge Base

- Adding New Tab to Top Menu

12.6. Sitemap

Use this section to extend the store's site map that, by default, may include links to category and information pages only. Here you define a set of custom sections that should be included in the site map as well. Each new section can nest additional references/links which are added under the section's **Edit** link).

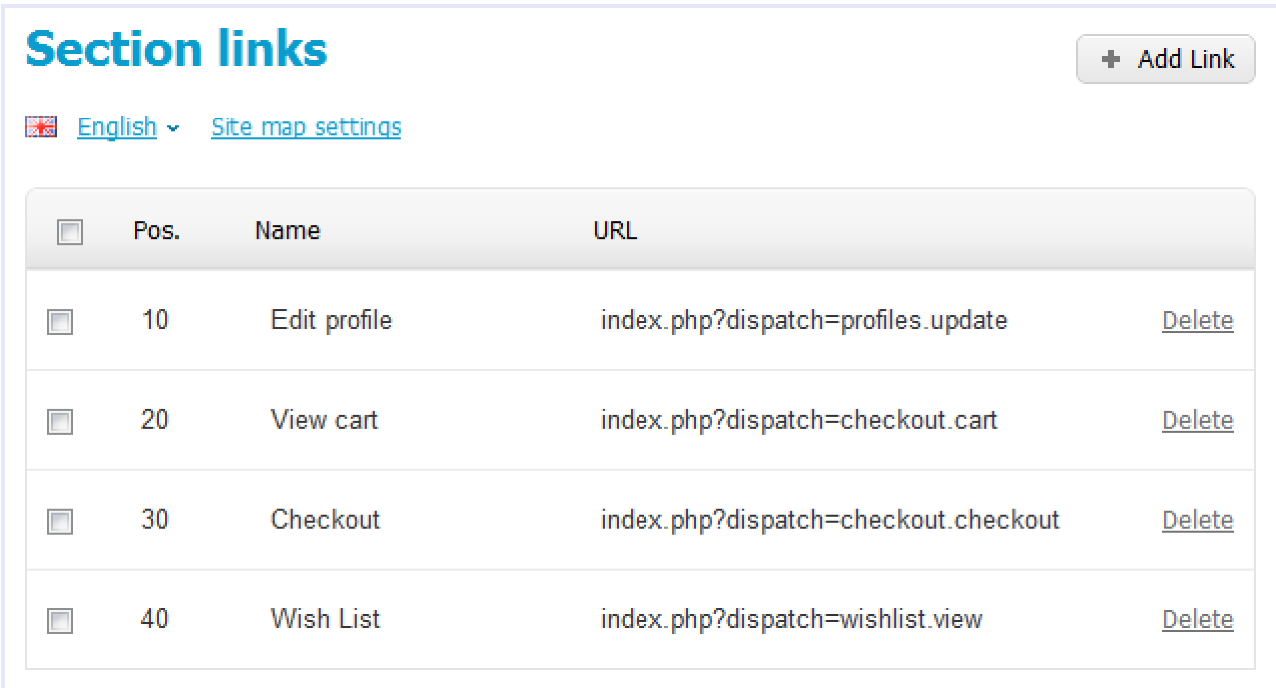
Section attributes



- Position - Position of the section relatively to the position of the other custom sections in the map.
- Section name - Name of the section as it appears in the map.
- Status - Status of the section (*Active* or *Disabled*).

Link attributes

- Position - Position of the section link entry relatively to the position of the other section link entries in the map.
- Section name - Name of the shortcut for the link as it appears in the map.
- URL - URL of the page under the shortcut. It should not necessarily be an absolute URL consisting of the access protocol, the domain name and the path to the page. A relative link like `index.php?dispatch=profiles.update` would be enough.



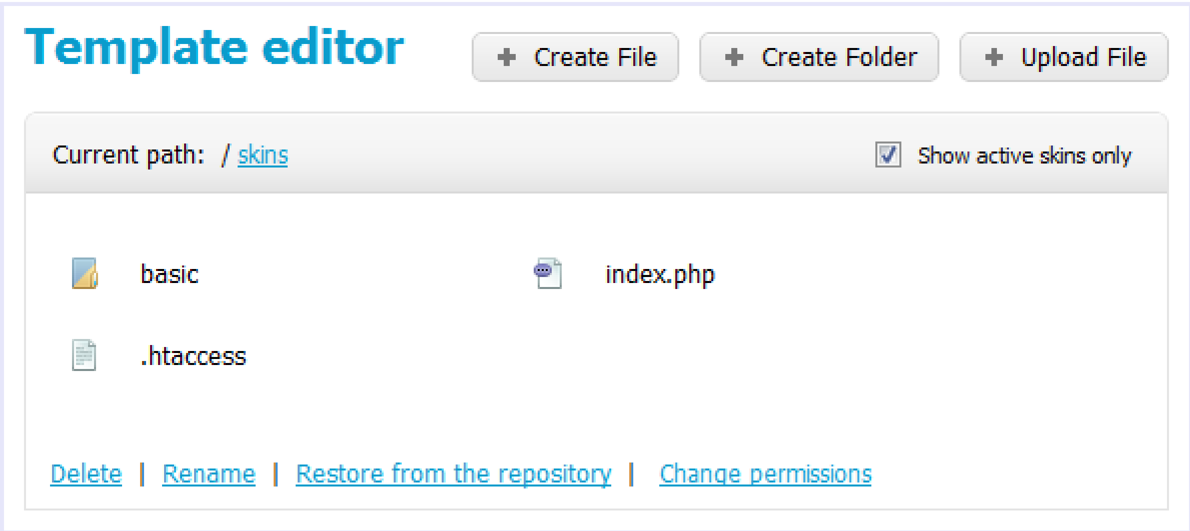
12.7. Template editor

This section provides a facility to edit the source code of the skin files directly from a web browser.

Important: The template edit is based on Javascript, so Javascript must be enabled in your web browser.

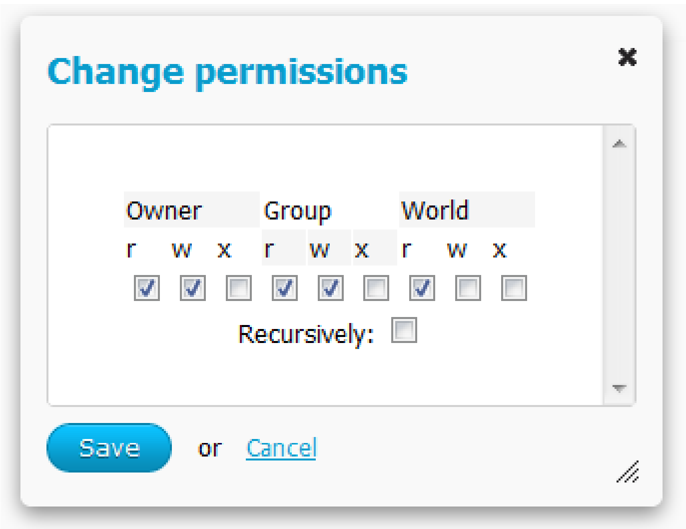
Controls

The editor includes a file explorer that is used to locate the elements inside the `/skins` directory, and a number of controls to manage the files and folders. Pay attention to the **Show active skins only** check box that, if selected, hides inactive skins, which makes the editing less confusing.



The other controls perform the following operations:

- Change permissions - Changing permissions on the selected file or folder (r = readable; w = writeable; x = executable).



- Create file - Creating a new file.

- Create folder - Creating a new folder.
- Delete - Deleting the selected file or folder.
- Edit - Opening the selected file for editing.
- Rename - Renaming the selected file or folder.
- Restore from the repository - Restoring the original file from the `/skins_repository` directory.
- Upload file - Uploading a file to the opened directory.

Element highlighting

To improve the navigation through the `/skins` directory, files of different types (template, image, CSS, Javascript) are traditionally labeled with different icons. Besides, folders are highlighted in color according to the following rules:

- Yellow - Folder containing templates used to build the storefront.
- Blue - Folder containing templates used to build the Administration panel.
- Yellow/blue - Folder containing templates used to build both the storefront and the Administration panel.

12.8. Skin selector

Use this section to replace the current storefront or Administration panel skin template with an alternative skin template. If you want only to alter the current skin, use the Template editor section instead.

To replace the skin, simply select a new skin from the drop-down list corresponding to the interface, and click **Save** if you like the preview image.