SEO-Cart Documentation

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Introduction

SEO-Cart is a complete e-commerce internet solution for your business. Not only does SEO-Cart focus on the latest search engine optimization techniques, but it also provides everything you need to start and manage your online store, including:

- User-friendly shopping cart and management web application for your own website
- Reliable web hosting for your website and the application
- Exceptional customer support
- Unlimited e-mail accounts and web traffic reports
- Safe and secure environment

SEO-Cart was designed by professionals to be scalable and to meet the ever changing needs of the Internet. It is tested to handle operations from small businesses to large corporations by allowing a virtually unlimited number of online clients, categories, products, orders, and customer information. Best of all, SEO-Cart's web based interface allows you to manage every aspect of your online store.

There are two interfaces when using SEO-Cart:

- **SEO-Cart Administration Interface** - All "back-end" operations of your online store are managed through this interface. This is where you configure your store settings, create your categories and products, and manage your orders. This interface is hosted by us.

- **Front - End Website (Store) Interface** - The Front-End interface is where your actual website and online store is located. This is where your customers will place their orders and where you can be found on the Internet. All settings made in the Web Based Administration Interface are reflected here. This interface is also hosted by us.

This online documentation was created to guide you through SEO-Cart and help you manage your online store. You should read through this entire documentation before you get started using SEO-Cart.

SEO-Cart Features Overview

Take a look at our features overview below:

Setup

- Exceptional customer support
- *Easy to use* Administrative Interface
- No programming required
- Bulk product uploads
- Complete Conversion from other shopping carts
- Unique Static IP address
- Sell all of your products online

Shipping Options

- UPS®, FedEx®, USPS®, DHL® shipping
- Shipping multiplier to increase/decrease rates
- Disable shipping types feature
- Offer **FREE** shipping
- Add handling charges
- Ship by weight or price

Payment Options

- Authorize.NET, PayPal, Google Checkout, USA ePay, CCBill
- Manually process credit cards
- Accept custom payment options
- Checks, Money Orders, Phone Orders, Wire Transfers
- Accept International Orders

Customer Management

- Send newsletters
- Top buyer statistics
- Customer account system *(Optional)*
- Product discounts
- Track shipping
- Print packing list

Analysis and Reporting

- Sales reports
- Omniture support
- Google Analytics support
- Total shipping charges
- Search individual reports
- Monitor abandoned Orders
- Orders from search engines
- Web traffic reports
- Top Buyer reports
- Product search statistics

Shopping Cart Checkout

- Quick checkout
- Standard checkout
- Customer accounts
- Upsell related products

- Shipping calculator before checkout
- Add to mailing list
- Reduce cart abandonment

Search Engine Optimization

- Automatic or manual meta keywords and meta descriptions
- Static web pages for entire store
- Keywords in breadcrumbs
- H1, H2, H3 header tags
- Unique Title tags
- Search engine friendly URLs
- Custom HTML templates
- Site map generation
- Increased inbound links
- HTML / CSS support
- Upload static HTML pages

Product Merchandise and Inventory

- Customer friendly shopping cart
- *Unlimited* Categories and Sub-Categories
- Multiple product images capability
- Product attributes for items with various options
- Price changing options
- Coupon system
- Record manual/phone orders
- Copy products
- Cross-sell related products
- Product Reviews
- Upsell related products on checkout
- Take preorders / backorders
- Bulk product updates
- Product inventory control
- Google Base / Sitemaps
- Yahoo Sitemaps

E-Commerce Web Hosting

- Guaranteed 99.9% uptime
- Redundant OC-12 connectivity
- Additional OC-3 connection
- Redundant backup system
- Full website statistics
- Search Engine Ranking statistics
- Power stand-by generators

- Network monitored 24/7

System Infrastructure

1. Real time monitoring
2. Web-based and POP e-mail
3. FTP/SFTP access
4. Windows, Linux and Unix servers
5. Secure Environment
6. Failover Internet Connection

Security

- Security professionals
- SSL / HTTPS support
- Secure SSL administration
- Password protected administration
- Encrypted customer data
- Change your own password
- Full 24/7 Secure Access

Getting Started

Before You Start

Before going online with your website, you will need to review the following information below to help make your store setup easy and productive.

1. Make a list of the categories for your store. The categories in SEO-Cart will be where you place all of your products. Think of a category as a "department" to a retail store: there may be a fitness department, a toys department, a food department. You may also want to add subcategories to your store to break down your products in more detail. Think of a subcategory as a section within the department: the category for food might have a subcategory named fruits, a subcategory named vegetables, and so on. The way you organize your categories is critical to your store's design so that people can more easily find what they're looking for on your website.
2. Products. The more details you can provide about a product will help give your buyers a better judgment and buy your product. Typically a product with good images and description will tend to sell better than a product with no image or a poor image and a vague description. You can list your products in SEO-Cart in their respective category to allow the product to be purchased on your website.
3. A computer and an Internet connection. SEO-Cart was designed to work with Firefox, Internet Explorer (versions 6 and up), Safari, and Opera. A minimum screen resolution of 800x600 is

required, however a resolution of 1024x768 and greater is recommended. Any Internet connection will do, however a Cable or DSL connection is recommended.

Administrative Interface Overview

The SEO-Cart Administrative Interface is a web based application that you use to configure and manage your online store. This section will give you a better idea of how to navigate through the interface and efficiently configure and manage your online store.

Home - The home screen is the first page you see when you log in to SEO-Cart. Here you will find a summary of your online store activity.

Regeneration Button - When making changes to your categories or products, you will need to click the big orange "Regenerate Store Now" button in the top right corner so that the changes are reflected on your front-end website. When regenerating your store, SEO-Cart will update the static pages of your website for only the products or categories you made changes to.
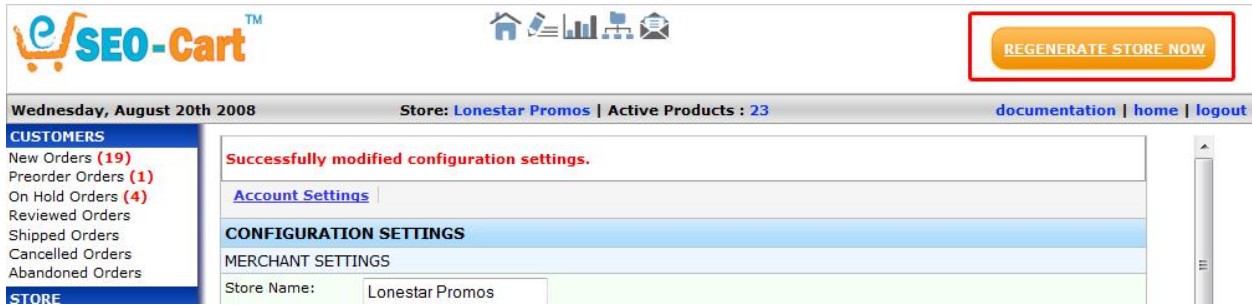
Top Navigation - Use the top navigation to quickly access the most used sections of SEO-Cart
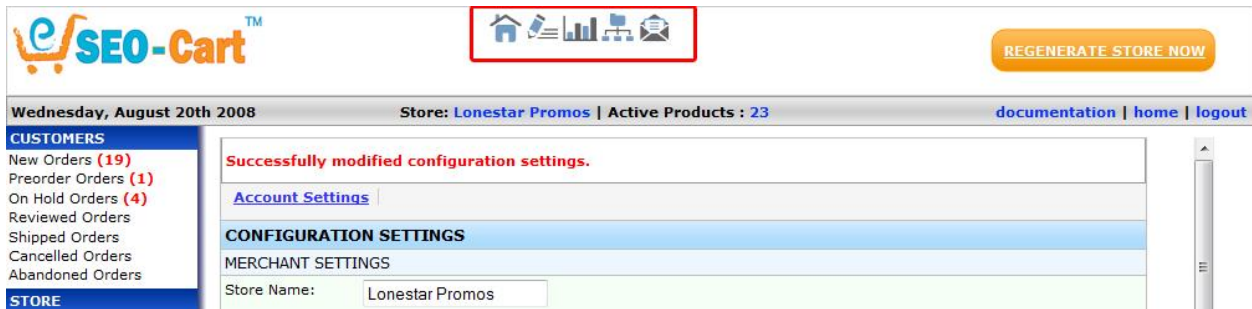
Left Navigation - This area of SEO-Cart is what you will use to access the many features of SEO-Cart.

Below you will find a description of each section in the left navigation:

- **Customers -** View, search, and process orders made by your customers. View your customers' information.
- **Store** - Create and manage your categories, products, and inventory for your online store.
- **Marketing** - Configure and manage your store promotions such as your mailing list, discounts, and coupons.
- **Configure** - Configure all aspects of your online store functionality and appearance.
- **Reports** - View detailed reports and statistics for your website and online store.

Front-End Website Interface Overview

The front-end interface is the store front that your shopper sees. SEO-Cart can be integrated in to a completely custom website front-end or you may choose to use a customized pre-made front-end website. The front-end website will be installed when you sign up for SEO-Cart. Because your front-end can be complete unique, some of the terms below might be slightly different from the information on your online store. However, reviewing the information below will give you a good understanding of how to configure your front-end website look and feel.

Header - The top header of your website is typically used to brand your store and give it its main identity. This section is a part of your Website Template and will be displayed on every page throughout your store.

Navigation - The navigation menu typically is displayed vertically, horizontally, or both, in your Website Template. Your navigation will contain static pages on your website, including the **Home**, **About Us**, **Contact Us**, and **Ordering Information** links. Your navigation will also display the categories (or departments) of your store. To customize your navigation, select **Configure->Website Template->Navigation** in SEO-Cart.

Main Content Area - The main content area of your website is where your store data and static content are displayed.

Shopping Cart - The shopping cart is where your customers can purchase the items they have added to their basket. From this area, the customer can change the quantities to order, remove items from their cart, calculate shipping prices, and checkout.

Search - This is the area used to search your online store. The search engine will match results for the product name, product description, product sku, and keywords. When the search results are displayed, many options are available to help your customers more easily find what they are looking for. These features include Sort By Relevancy, Price, Alphabetically, and Date. Your customer can also choose to view the search results by List or Grid view.

Mailing List - The mailing list section of your website is used for your customers to subscribe or unsubscribe from your mailing list. If using a mailing list, it is typically located somewhere in your navigation.

Footer - The footer is displayed at the bottom of your website and is displayed on every page throughout your store. Your footer typically includes copyright information, additional links, phone numbers, etc.

Order Management

Once an order is placed on your website, you will receive an e-mail notification of the new order and be able to update its status in SEO-Cart. A status overview for orders placed on your online store can be viewed on the SEO-Cart home screen.

All orders can be found under the Customers section in the left navigation of SEO-Cart. You can use the navigation menu to view orders, search for orders, edit orders, change the order status, and print orders.

There are up to 7 classifications for an order:

- New Orders

- Preorder Orders

- On Hold Orders

- Reviewed Orders

- Shipped Orders

- Cancelled Orders

- Abandoned Orders

Viewing Orders

Use the information below to view an order:

1. Click on the order type you wish to search in the left navigation of SEO-Cart under the Customers section.

2. Click the view link next to the order you wish to view.

   - *Note: If you want to view Reviewed, Cancelled, or Abandoned orders that were made before this month, use the Month and Year drop down menus in the top right to list the orders in the past.*

Searching Orders

Use the information below to search for an order:

1. Click on the order type you wish to search in the left navigation of SEO-Cart under the Customers section.

2. Towards the top left of the page, type in the keyword you wish to search with in the search orders box.

   - *Note: Check the All Orders box to search throughout all order statuses.*

   - *Note: When searching, SEO-Cart will search all aspects of the order including the transaction id, customer name, address, shipping method, price, product name, date, and more.*
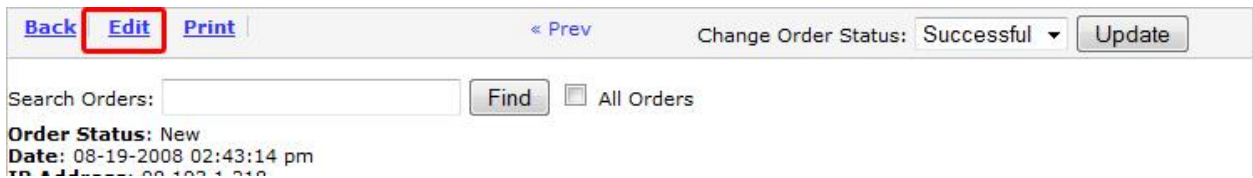
3. Click Find.

- *Note: If more than one result is found in your search, a list of all results will be displayed for you to choose from. If one result is found in your search, SEO-Cart will take you directly to that order.*

Editing Orders

Use the information below to edit the information in an order:

1. Locate and View the order you would like to edit.

2. Towards the top left of the page, click on the Edit link.
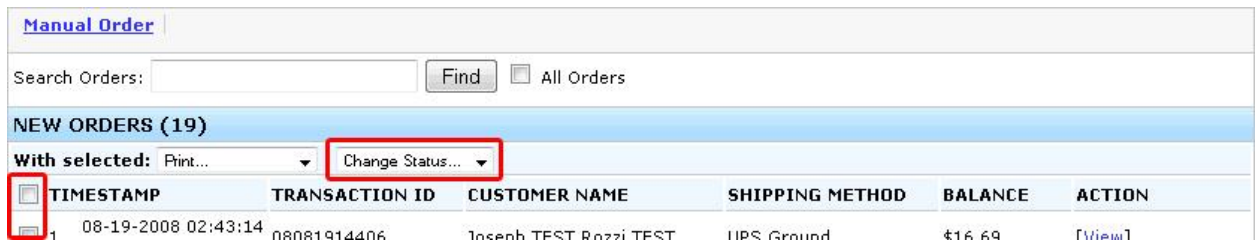
3. Edit the information that you wish to change and click the Save button in the bottom right hand corner of the page.

- *Note: You can edit all aspects of the order information, including the quantity of an item that was purchased, add or remove an item that was purchased, shipping price, shipping information, customer information, billing information, or the order comments.*

Changing the Order Status

Use the following information below to change the status of an order:

1. Locate the order(s) you would like to change the status of in the left navigation of SEO-Cart under the Customers section.

2. Click the checkbox to the left of the order(s) you wish to modify and select the Change Status… drop down menu to the new status you would like to set the order(s) to.

- *Note: You may also Change the order Status in the top right corner of the page when viewing the detailed information of 1 order.*

Printing Orders

Use the following information below to print an order:

1. Locate the order(s) you would like to print in the left navigation of SEO-Cart under the Customers section.

2. Click the checkbox to the left of the order(s) you wish to print and select the Print… drop down menu for the order(s) you would like to print.

- *Note: The packing slip print option is for placing the printed slip in the package that you send to the customer. Printing the order information will print all aspects of the order (including billing information), for your internal records only.*

- *Note: You may also print the packing slip of an order by clicking the Print link in the top left corner of the page when viewing the detailed order information of 1 order.*

RMA Requests

Once an order is placed on your website, the customer who placed the order can create a Return Merchandise Authorization (RMA) request if they wish to partially or fully return the merchandise. All RMA Requests can be found under the Customers section in the left navigation of SEO-Cart. Once viewing your New/Approved RMA requests, you can change the RMA request status, specify the date and condition that the item(s) within the RMA requests were returned back to you, send a Memo to the buyer, and change the RMA status. There are up to 4 classifications for an RMA Request:

- New (RMA request has not yet been reviewed)

- Approved (Once an RMA request has been approved, an email will be sent to the customer to ship the merchandise back.)

- Rejected (RMA request has been rejected by a store administrator, an email will be sent to the customer if their RMA request has been rejected.)

- Refunded/Replaced (RMA request has already been approved and merchandise has been refunded or replaced)

Viewing RMA Requests

Use the following information below to view an RMA request:

1. Click on the RMA Requests link under the Customers section of the SEO-Cart navigation section.

2. Locate the RMA Request that you wish to view or modify.

   - *Note: If you wish to view RMA Requests that have been rejected or refunded/replaced, click the RMA History link towards the top of the page.*

3. Click the view link next to the RMA request that you wish to view.

Changing RMA Request Status

Use the following information below to change an RMA request status:

1. Click on the RMA Requests link under the Customers section of the SEO-Cart navigation section.

2. View the RMA Request that you wish to change the status for.

3. If the RMA request has already been approved and you received the items back to you, optionally check the Item Returned checkbox under the RMA Request Product Information section and choose the date and condition the item was received.

4. Scroll down to the Change RMA Status section and optionally enter a memo to buyer and select the RMA Status you wish to change the RMA request to.

5. Click the Save button towards the bottom right corner of the page.

RMA Settings

Use the following information below to change the RMA Settings:

1. Click on the RMA Requests link under the Customers section of the SEO-Cart navigation section.

2. Click the RMA Settings link towards the top left corner of the page.

3. Set the Custom RMA Settings information and click the Update button towards the bottom right corner of the page.

Field References

Custom RMA Email Notification Settings

New Request Email Header: Optionally enter the custom email header text sent to the customer when an RMA Request is initially created.

New Request Email Footer: Optionally enter the custom email footer text sent to the customer when an RMA Request is initially created.

Approved Request Email Header: Optionally enter the custom email header text sent to the customer when an RMA Request's status has been changed to Approved.

Approved Request Email Footer: Optionally enter the custom email footer text sent to the customer when an RMA Request's status has been changed to Approved.

Refunded/Replaced Request Email Header: Optionally enter the custom email header text sent to the customer when an RMA Request's status has been changed to Refunded/Replaced.

Refunded/Replaced Request Email Footer: Optionally enter the custom email footer text sent to the customer when an RMA Request's status has been changed to Refunded/Replaced.

Rejected Request Email Header: Optionally enter the custom email header text sent to the customer when an RMA Request's status has been changed to Rejected.

Rejected Request Email Footer: Optionally enter the custom email footer text sent to the customer when an RMA Request's status has been changed to Rejected.

Dynamic Keywords

AUTO_GENERATED_RMA_ID: Dynamic keyword to place the RMA Request ID.

AUTO_GENERATED_RMA_ORDER_INVOICE_NUMBER: Dynamic keyword to place the RMA Request's associated Order Invoice Number.

AUTO_GENERATED_RMA_FIRST_NAME: Dynamic keyword to place the customer's first name associated with the RMA Request.

AUTO_GENERATED_RMA_LAST_NAME: Dynamic keyword to place the customer's last name associated with the RMA Request.

AUTO_GENERATED_RMA_SHIPPING_ADDRESS: Dynamic keyword to place the customer's shipping address associated with the RMA Request.

AUTO_GENERATED_RMA_SHIPPING_CITY: Dynamic keyword to place the customer's shipping city associated with the RMA Request.

AUTO_GENERATED_RMA_SHIPPING_STATE: Dynamic keyword to place the customer's shipping state associated with the RMA Request.

AUTO_GENERATED_RMA_SHIPPING_POSTAL_CODE: Dynamic keyword to place the customer's shipping postal code associated with the RMA Request.

AUTO_GENERATED_RMA_SHIPPING_COUNTRY_CODE: Dynamic keyword to place the customer's shipping country code associated with the RMA Request.

Product Management

SEO-Cart makes it easy to manage your product database by providing one user friendly screen for all of your product information. When adding products to your store, some information is required and other information is optional. Make sure to provide all available information you have for a product to give your customers the most out of their online store experience.

SEO-Cart allows you to perform the following product management functions:

- Manage Product Categories

- Manage Products

- Manage Product Inventory Levels

- Configure Product Sorting

- Manage Product Reviews

- Import/Export Product Information

Manage Product Categories

With SEO-Cart's category management system, you can easily create a well-organized structure for your online store. By breaking down your categories (departments) in your store for your products to go in to, you will give your customers an easy way to find what they are looking for.

Adding a new category

1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. Click the **New Category** Link in the top left of the page.

3. Fill out the information for your category.

4. Click the **Create** button in the bottom right of the page.

Field References

Category Information

Category Name: Enter the name of your category.

Category Description: Enter the description of your category. HTML tags are supported.

Navigation Display: Leave this checkbox checked to show the category link in your front-end website navigation menu

Category Image Settings

Category Image: Select an image of your category to display.

Meta Tag Settings

Title: Enter the page title to display for the category HTML page. Use this field to target keywords for search engine optimization.

Meta Keywords: Enter all of the words that describe your category. The meta keywords will be used for a part of your front-end website search and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your category. The meta description can help you in the search engines.

Search Keywords

Search Keywords: Enter comma delimited search keywords or key phrases that you would like use to add this product to your website's product search results. When customers are searching on your website and a search keyword match is found, it will take priority over the standard product search results. This field supports a maximum of 65,535 characters.

Adding a new sub-category

1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. Locate the category that you would like to create subcategories in and click the **New Sub-Category** link to the right.

3. Fill out the information for your subcategory.

4. Click the **Create** button in the bottom right of the page.

Field References

Sub-Category Information

Parent Category Name: The parent category name displays the parent category that you are adding your subcategory to. You do not have to type anything in to this field.

Subcategory Name: Enter the name of your subcategory.

Category Description: Enter the description of your subcategory. HTML tags are supported.

Meta Tag Settings

Title: Enter the page title to display for the category HTML page. Use this field to target keywords for search engine optimization.

Meta Keywords: Enter all of the words that describe your category. The meta keywords will be used for a part of your front-end website search and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your category. The meta description can help you in the search engines.

Search Keywords

Search Keywords: Enter comma delimited search keywords or key phrases that you would like use to add this product to your website's product search results. When customers are searching on your website and a search keyword match is found, it will take priority over the standard product search results. This field supports a maximum of 65,535 characters.

Sub-Category Image Settings

Category Image: Select an image of your category to display.

Modifying a category or sub-category

1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. If you are modifying a sub-category, use the Category drop down menu towards the top of the page to navigate to the sub-category you wish to modify.

3. Click the **Modify** link next to the category or sub-category that you want to modify.

4. Make your necessary changes and click the **Update** button in the bottom right of the page.

Field References

Category Information

Parent Category Name: The parent category name displays the parent category that you are adding your subcategory to. This field is automatically filled out for you depending on which category or sub-category you are modifying. Home will appear as the parent category name if there is no parent category (already a top-level category).

Category Name: Enter the name of your subcategory.

Category Description: Enter the description of your subcategory. HTML tags are supported.

Show this category link in website navigation menu: If modifying a top-level category, leave this option enabled to display the category link in the dynamic navigation of your front-end website.

Meta Tag Settings

Title: Enter the page title to display for the category HTML page. Use this field to target keywords for search engine optimization.

Meta Keywords: Enter all of the words that describe your category. The meta keywords will be used for a part of your front-end website search and can benefit you in the search engines.
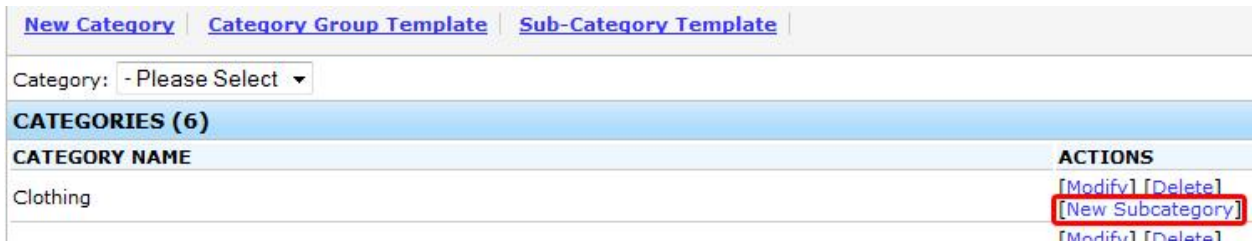
Meta Description: Enter a brief summary that best describes your category. The meta description can help you in the search engines.
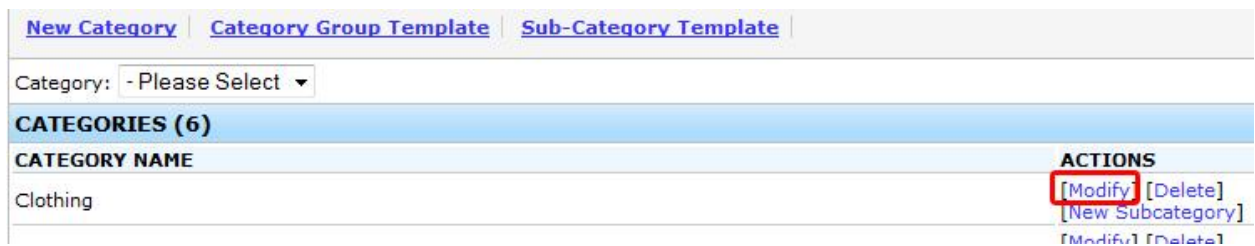
Search Keywords

Search Keywords: Enter comma delimited search keywords or key phrases that you would like use to add this product to your website's product search results. When customers are searching on your website and a search keyword match is found, it will take priority over the standard product search results. This field supports a maximum of 65,535 characters.

Sub-Category Image Settings

Category Image: Select an image of your category to display.

Category Pricing

The category pricing tool allows to make bulk product price changes to products within specified categories or to your entire store. Increase or decrease products by a percentage or dollar amount and specify whether the price changes should affect all products, on sale products, or not on sale products. Also update only the sale price, original price, or both.

1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. Navigate to the category you would like to make your pricing adjustments to and click the "Category Pricing" link.

    a. Note: If you would like to adjust pricing on all categories (your entire store), click the "Store Pricing" button towards the top of the category list page.

3. Review the affected categories and configure your price setting adjustment.

4. Click Continue to review the product price changes that will be made.

5. If everything looks okay, click the **Submit** button in the bottom right of the page.

Field References

Category Information

Affected Categories: Recursively lists all the possible categories that are affected by this price adjustment.

Price Settings
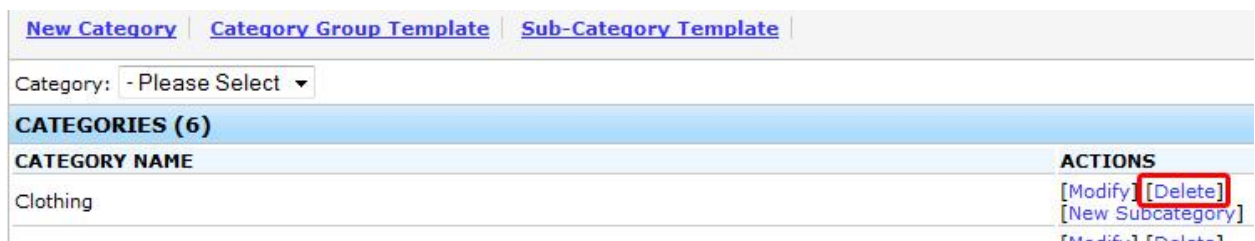
Apply To Products: Specifies which type of products will be affected by this price adjustment. "All Products" will affect every product in the affected categories. "Products on Sale" will affect only products where the sale price is less than the original price. "Products not on Sale" will affect only products where the sale price is equal to the original price.

Apply To Price: Specifies whether the price adjustment will be made to the products' sale price, original price, or both. When applying the adjustment to only the "Sale Price", you will have the option for the price adjustment of the sale price to be based from the current sale price or the current original price.

Price Adjustment: Configure the adjustment settings that will be made to your price changes. You can increase or decrease a price by a specified percentage or fixed dollar amount. If your "Apply To Price" is set to "Sale Price", you can configure the price adjustment to be based on the current "Sale Price" (default) or you can configure the price adjustment to be based on the current "Original Price". Example: If I were to apply a 10% off sale on my categories and wanted the new sale prices to be 10% off of the products' "current original price" instead of 10% off the price's current "Sale Price", I would select the price adjustment to be Decrease By Percentage 10% on current original price. If I later wanted to remove the 10% off sale, I can restore the sale prices back to their current original price by doing an Increase By Amount $0 on current original price. This tool will restrict you from a price going below zero dollars, from the sale price being greater than the original price, and from the original price being less than the sale price.

Deleting a category or sub-category

1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. If you are deleting a sub-category, use the Category drop down menu towards the top of the page to navigate to the sub-category you wish to delete.

3. Click the **Delete** link next to the category or sub-category that you want to delete.

Sorting sub-categories
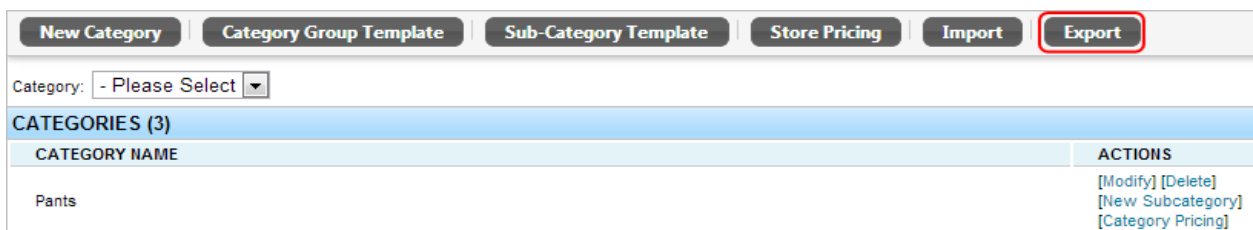
1. Select **Store->Categories** under the SEO-Cart left navigation menu.

2. Use the Category drop down menu towards the top of the page to navigate to the sub-categories you wish to sort.

3. Locate the sub-category you wish to sort and use your mouse to drag the sub-category to its new location in the list.

   - *Note: You can only sort your subcategories if Automatic subcategory sorting is turned off in your Store Settings. To do this go to Configure->Store Settings and uncheck the "Automatically sort my subcategories by" checkbox under the Miscellaneous Settings section.*

Export Categories

Export your existing categories in to Microsoft Excel or use your own custom formatting.

1. Select Store->Categories under the SEO-Cart left navigation menu.

2. Click the Export link towards the top of the page.

3. Select the fields that you would like to export.

   - *Note: You can select multiple fields at one time by holding down the Ctrl key on your keyboard and clicking on the fields you would like to export.*

4. Advanced Options

   - *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*

   - *Note: If you would like to use a different exporting format, select your own delimiter and text qualifier for your product export file.*

2. Exported File Name: Enter the filename that you would like to use for your category export file.

3. Click the Export button towards the bottom right corner of the page.

Field References

Export Settings

Available Fields: Select which fields you will be exporting from the available fields list.

Added Fields: The Added Fields lists the current fields that you will be using in your export file. Move each field up or down in the correct order that they are in for your export file.

Field names as first row of exported file: Enable this option if you would like the first row in the exported file to list the column header field names.

Advanced Options

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your export file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the exported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is exported as one value, even if the text contains a delimiter character. You will typically want to use quotes as a text qualifier if you use Excel to view or edit the exported file. Only use this option if you know what you're doing.

Export File

Export File Name: Enter the filename that you would like to use for your export file.

Import Categories

Use this feature in SEO-Cart only if you would like to review/update fields for existing categories in bulk. You cannot create new categories using the Import Categories tool and the import will only affect valid categories that already exist in your store. Categories are automatically created when importing Products or creating them manually within SEO-Cart or the Content Editor.

1. Select Store->Categories under the SEO-Cart left navigation menu.

2. Click the Import link towards the top of the page.

3. Select the fields that you would like to import.

- *Note: You can select multiple fields at one time by holding down the Ctrl key on your keyboard and clicking on the fields you would like to import.*

1. Advanced Options

- *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*

- *Note: If you would like to use a different import format, select your own delimiter and text qualifier for your product import file.*

2. Select the file you would like to import.

- *Note: If you do not have an Import file and you need one, export your categories in to a CSV file. We recommend that you use the CSV file format that can be opened in Excel.*

2. Click the Import button towards the bottom right corner of the page.

Field References

Import Settings

Available Fields: Select which fields you will be importing from the available fields list.

Added Fields: The Added Fields lists the current fields that you will be using in your import file. Move each field up or down in the correct order that they are in for your import file.

Advanced Options

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your import file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the imported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is imported as one value, even if the text contains a delimiter character. You will typically want to use quotes as a text qualifier if you use Excel to view or edit the imported file. Only use this option if you know what you're doing.

Import File

Import File Name: Enter the filename that you would like to use for your import file.

Manage Products

You must add your products to your store before selling online. When entering a product in to SEO-Cart, you should specify as much information as possible so that your customers can make a better judgment.

Adding a new product

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Click the New Product Link in the top left of the page.

3. Fill out the information for your product.

   a. Note that you may embed videos in to your product page descriptions if needed. In order to embed a YouTube video in to your product page, click on the 'Insert/Edit embedded media' button in the WYSIWYG editor, leave the Type as Flash, copy & paste the YouTube URL in to the File/URL field, and click on the Update button.

4. Click the **Create** button in the bottom right of the page.

Field References

Category Settings

Category Group: Use the drop down menu to assign your new product to a main category/subcategory.

Product Information

Product Name: Enter the name of your product

Product Number: Enter the product's unique SKU or ID. Up to 255 characters are allowed here. The Product Number can be used by your customers to directly find the product they are looking for using the search function on your website.

Brand: Enter the brand for this product. If Google Merchant Center is enabled, the brand for this item will be used in your Google Merchant Feed. Also, for Google Merchant Center, required for all items - except for books, media and custom made goods, or if you're providing 'mpn' and 'gtin'. You must not provide your store name as the brand unless you manufacture the product.

Product Weight: Enter the shipping weight in pounds for the product. Shipping merchants (UPS, FedEx, DHL, USPS, Flat Rate, etc) will use the weight to help determine shipping costs for your customers.

Wholesale Price: Enter the wholesale price (your cost) for the product.

Original Price: Enter the retail price for the product.

Sale Price: If available, enter the sale price for the product.

Hide sale price until added to shopping cart: Enable this option to not display the sale price to the customer until they add the product to their shopping cart. This feature can be turned on in your configuration store settings.

Bulk Pricing: Click to add a new bulk pricing definition. Enter the quantity start that you would like to start the bulk special pricing and enter the price for the starting quantity.
Example: Quantity Start: 10 = $40, Quantity Start: 20 = $30. This will make the individual price for a product $40 if the customer orders between 10 and 19. If the quantity is 20 or more, the individual price will be $30. If the customer orders between 1 and 9, the individual price will be the product sale price or original price.

Hide Price: Enable this option if you do not wish to display the price or sale price of this product on your website.

Tax Exempt: Enable this option if you do not wish to charge sales tax for this product.

Minimum Order Quantity: Enable this option if you would like to set a minimum quantity that a customer can purchase for this product.

Maximum Order Quantity: Enable this option if you would like to set a maximum quantity that a customer can purchase for this product.

Product Description: Enter a detailed product description for the product. HTML tags are supported.

Recurring Billing

Enable recurring billing for this product: Enable this option if you would like to charge your customers on a recurring basis for this product. The recurring amount will be the product sale price.

Recurring Interval: Enter the recurring number of days or months you wish to charge for this product

Setup Price: Enter a setup price if this product requires a one-time setup fee when purchasing. This setup fee will not be charged in the recurring transactions.

Customer Input Checkbox: Enable this option if you would like to enable recurring billing for this product only if a customer marks a checkbox generated on the page. The 'Custom Checkbox' Text will be used for the text of the checkbox. If a customer does not mark the checkbox when purchasing this product, the customer will only be charged a one-time fee of the product sale price.

Product Attributes

Attribute: Specify product attributes that belong to your product. Add as many attributes to your products as you see fit. Example: Size

Option: Assign options for each attribute for your product. Example: Small, Medium, Large, X-Large

Product Attribute Special Pricing

Change Price: Check the Change Price checkbox if the product attribute member will affect the product's sale price. Enter the amount and select if the attribute increases or decreases the product's price by that amount.

Inventory Quantities

Quantity: Enter the amount of inventory that you have in stock for your product.

Product Option Upgrades

Product Option Upgrades: Product option upgrades allow you to offer upgrades to your products for additional pricing.

User Input Options

User Input Options: Add user input options to require your customers to type in an answer to a question before they add the product to their shopping cart and purchase it.

Shipping Options

Flatrate Shipping: Enable this option if you would like to enable a flatrate shipping price for this product. If enabled, the entered shipping price will be used for each purchased unit as a separate shipping fee from any existing merchant calculated shipping cost.

Shipping Price: Enter the flatrate shipping cost you would like to charge for this product.

Add shipping description: Enable this option if you would like to display custom flatrate shipping text next to the product information in the customer's shopping cart and order receipt.

Shipping Description: Enter the flatrate shipping description you would like to be displayed for this product.

International Shipping Price: Enter the international flatrate shipping cost you would like to charge for this product.

Add international shipping description: Enable this option if you would like to display custom international flatrate shipping text next to the product information in the customer's shopping cart and order receipt.

International Shipping Description: Enter the international flatrate shipping description you would like to be displayed for this product.

Package Type: Select the type of packaging that you use to ship the product. These types will appear depending on what shipping merchant you use. Specifying the package type will likely affect the shipping cost for the product.

Separate Packaging: Check this option if this product is shipped in it's own separate packaging.

Package Dimensions: Enter the Width, Height, and Length (in inches) for your custom packaging. Specifying custom package dimensions will likely affect the shipping cost for the product. Inputting package dimension here will assign the packaging for a quantity between 1 and your first quantity start minus one.

Bulk Quantity Packaging: Click to add bulk quantity packaging definitions if you use separate shipment packaging when multiple quantities of the product are ordered at once.
Example: If you use special packaging (Dimensions [Length x Width x Height]: 55x10x9 inches) for when a customer purchases a quantity of 12 or more, add a bulk quantity definition like so: Quantity start: 12 = Number of Packages: 1, Package #1 Dimensions (LxWxH): 55 x 10 x 9 inches.

Check the "Specify repeating package quantity" checkbox if you would like to add additional packages based on an arbitrary amount of additional items purchased. A repeating package quantity will be satisfied until the next largest Bulk Quantity Packaging Definition condition is met. If a repeating package quantity is specified for your largest Bulk Quantity Packaging Definition, then the repeating package quantity will go on forever as your inventory will allow.

Declared Value: Enable declared value if you would like to add shipping insurance for the product. The declared value cost will be set as the product price that the customer is paying. This option will automatically be set if declared value is enabled for your store.

Delivery Confirmation: Enable delivery confirmation if you require a signature to be signed when the product has been shipped to its destination.

Exclude Shipping: Enable this option if you do not wish to calculate shipping costs for this product. If this option is turned on, you will have to contact the customer with their shipping costs for this product after their order is placed.

Quantity Exclude Shipping: Enable this option if you do not wish to calculate shipping costs for this product if a specified order quantity is met. If this option is turned on and the specified order quantity is met, you will have to contact the customer with their shipping costs for this product after their order is placed.

Meta Tag Settings

Meta Title: Enter the title tag you would like to be used for your product page. Having a good title tag can help benefit you in the search engines.

Meta Keywords: Enter all of the words that describe your product. The meta keywords will be used for a part of your front-end website search and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your product. The meta description can help you in the search engines and will typically be shown as the description in the search engine result pages.

Search Keywords

Search Keywords: Enter comma delimited search keywords or key phrases that you would like use to add this product to your website's product search results. When customers are searching on your website and a search keyword match is found, it will take priority over the standard product search results. This field supports a maximum of 65,535 characters.

Image Settings

Product Image: Browse and select the image for your product. This image will automatically be scaled for thumbnail and large version to fit on to your front-end website. Image quality and the image matching your actual product are two big things to consider when choosing your images.

Additional Images: Add as many additional images as you want to give your customers alternate views of what they are looking for.

Related Products

Automatically generate 5 valid related products for this product: Enable this option to automatically have SEO-Cart choose 5 similar items for the product. These related products will be cross sold on your front-end website when your customers view the product.

Digital Download

This product is a digital download: Enable this option if this product is a non-tangible item and requires the customer to download the product directly after it has been purchased.

File: Specify the file to use for digital download for this product.

Max Downloads: Specify the maximum amount of times you want to allow the customer to download this file after it has been purchased. If the customer reaches the max downloads number, they will not have access to download the file anymore unless it is purchased again.

Product Type

In Stock: Choose this product type if the product is considered In Stock.

Drop Shipped: Choose this product type if the product is dropped shipped.

Wholesale: Choose this product type if the product is considered to be wholesale.

Wholesale Custom HTML: Enter custom HTML to be displayed in place of the Add To Cart button for the wholesale product.

Affiliate/Special: Choose this product type if the product is considered an Affiliate product or other special product.

Affiliate/Special Custom HTML: Enter custom HTML to be displayed in place of the Add To Cart button for the wholesale product.

Custom Fields

Custom Field 1: Enter custom text or HTML code for your custom field 1. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 2: Enter custom text or HTML code for your custom field 2. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 3: Enter custom text or HTML code for your custom field 3. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 4: Enter custom text or HTML code for your custom field 4. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Google Product Settings

Condition: Enter the condition for this product, whether it's new or used. The condition for this product will be used in your Google Merchant feed. New: The product is brand-new and has never been used. It's in its original packaging which has not been opened. Refurbished: The product has been restored to working order. This includes, for example, remanufactured printer cartridges. Used: If the two previous values don't apply. For example, if the product has been used before or the original packaging has been opened or is missing.

GTIN: Enter the Global Trade Item Number (GTIN) for this product. These identifiers include UPC (in North America), EAN (in Europe), JAN (in Japan), and ISBN (for books). UPC: 12-digit number such as 001234567891, EAN: 13-digit number such as 1001234567891, JAN: 8 or 13-digit number such as 12345678 or 1234567890123, ISBN: 10 or 13-digit number such as 0451524233. If you have both, only include 13-digit number.

MPN: This code uniquely identifies the product to its manufacturer. In particular, the combination of brand and MPN clearly specifies one product. Required for all items - except apparel, media, and custom made goods, or if you're providing 'brand' and 'gtin'.

Google Product Category: This attribute contains the category of the product according to Google's product taxonomy. Required for all items that belong to the 'Apparel and Accessories', 'Media', and 'Software' categories. Highly recommended for all other item types.

Gender: Select the gender that applies to this product. This field is required for Apparel items.

Age Group: Select the age group that applies to this product. This field is required for Apparel items.

Color: Select the color that applies to this product. Combine them with '/' in order of prominence (dominant color first, then accent colors). For example, a black shoe with green accents should have a color value of 'Black / Green'. This attribute can also be used for finishes as well (e.g., 'Mahogany' vs. 'Stainless Steel'). This field is required for Apparel items.

Disable google checkout for this product: Enable this option if you do not want to sell this product on Google Checkout.

Miscellaneous Settings

Do not display this product on website: Check this option if you wish to completely unpublish this product from your website. When unpublished, a 404 error will be created if you try to go to the direct URL for the unpublished product.

Editing Products

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Find the product you wish to modify by using the List Products drop down menu or by searching for the product towards the top left of the page.

3. Click the Modify link to the right of the product information.

4. Edit the information that you want to change and click the Update button in the bottom right of the page.

   a. Note that you may embed videos in to your product page descriptions if needed. In order to embed a YouTube video in to your product page, click on the 'Insert/Edit

embedded media' button in the WYSIWYG editor, leave the Type as Flash, copy & paste the YouTube URL in to the File/URL field, and click on the Update button.

Field References

Category Settings

Category Group: Use the drop down menu to assign your new product to a category/subcategory.

Product Information

Product Name: Enter the name of your product

Product Number: Enter the product's unique SKU or ID. Up to 255 characters are allowed here. The Product Number can be used by your customers to directly find the product they are looking for using the search function on your website.

Brand: Enter the brand for this product. If Google Merchant Center is enabled, the brand for this item will be used in your Google Merchant Feed. Also, for Google Merchant Center, required for all items -

except for books, media and custom made goods, or if you're providing 'mpn' and 'gtin'. You must not provide your store name as the brand unless you manufacture the product.

Product Weight: Enter the shipping weight in pounds for the product. Shipping merchants (UPS, FedEx, DHL, USPS, Flat Rate, etc) will use the weight to help determine shipping costs for your customers.

Wholesale Price: Enter the wholesale price (your cost) for the product.

Original Price: Enter the retail price for the product.

Sale Price: If available, enter the sale price for the product.

Hide sale price until added to shopping cart: Enable this option to not display the sale price to the customer until they add the product to their shopping cart. This feature can be turned on in your configuration store settings.

Bulk Pricing: Click to add a new bulk pricing definition. Enter the quantity start that you would like to start the bulk special pricing and enter the price for the starting quantity.
Example: Quantity Start: 10 = $40, Quantity Start: 20 = $30. This will make the individual price for a product $40 if the customer orders between 10 and 19. If the quantity is 20 or more, the individual price will be $30. If the customer orders between 1 and 9, the individual price will be the product sale price or original price.

Hide Price: Enable this option if you do not wish to display the price or sale price of this product on your website.

Tax Exempt: Enable this option if you do not wish to charge sales tax for this product.

Minimum Order Quantity: Enable this option if you would like to set a minimum quantity that a customer can purchase for this product.

Maximum Order Quantity: Enable this option if you would like to set a maximum quantity that a customer can purchase for this product.

Product Description: Enter a detailed product description for the product. HTML tags are supported.

Recurring Billing

Enable recurring billing for this product: Enable this option if you would like to charge your customers on a recurring basis for this product. The recurring amount will be the product sale price.

Recurring Interval: Enter the recurring number of days or months you wish to charge for this product

Setup Price: Enter a setup price if this product requires a one-time setup fee when purchasing. This setup fee will not be charged in the recurring transactions.

Customer Input Checkbox: Enable this option if you would like to enable recurring billing for this product only if a customer marks a checkbox generated on the page. The 'Custom Checkbox' Text will be used for the text of the checkbox. If a customer does not mark the checkbox when purchasing this product, the customer will only be charged a one-time fee of the product sale price.

Product Attributes

Attribute: Specify product attributes that belong to your product. Add as many attributes to your products as you see fit. Example: Size

Option: Assign options for each attribute for your product. Example: Small, Medium, Large, X-Large

Product Attribute Special Pricing

Change Price: Check the Change Price checkbox if the product attribute member will affect the product's sale price. Enter the amount and select if the attribute increases or decreases the product's price by that amount.

Inventory Quantities

Quantity: Enter the amount of inventory that you have in stock for your product.

Product Option Upgrades

Product Option Upgrades: Product option upgrades allow you to offer upgrades to your products for additional pricing.

User Input Options

User Input Options: Add user input options to require your customers to type in an answer to a question before they add the product to their shopping cart and purchase it.

Shipping Options

Flatrate Shipping: Enable this option if you would like to enable a flatrate shipping price for this product. If enabled, the entered shipping price will be used for each purchased unit as a separate shipping fee from any existing merchant calculated shipping cost.

Shipping Price: Enter the flatrate shipping cost you would like to charge for this product.

Add shipping description: Enable this option if you would like to display custom flatrate shipping text next to the product information in the customer's shopping cart and order receipt.

Shipping Description: Enter the flatrate shipping description you would like to be displayed for this product.

International Shipping Price: Enter the international flatrate shipping cost you would like to charge for this product.

Add international shipping description: Enable this option if you would like to display custom international flatrate shipping text next to the product information in the customer's shopping cart and order receipt.

International Shipping Description: Enter the international flatrate shipping description you would like to be displayed for this product.

Package Type: Select the type of packaging that you use to ship the product. These types will appear depending on what shipping merchant you use. Specifying the package type will likely affect the shipping cost for the product.

Separate Packaging: Check this option if this product is shipped in it's own separate packaging.

Package Dimensions: Enter the Width, Height, and Length (in inches) for your custom packaging. Specifying custom package dimensions will likely affect the shipping cost for the product.

Bulk Quantity Packaging: Click to add bulk quantity packaging definitions if you use separate shipment packaging when multiple quantities of the product are ordered at once.
Example: If you use special packaging (Dimensions [Length x Width x Height]: 55x10x9 inches) for when a customer purchases a quantity of 12 or more, add a bulk quantity definition like so: Quantity start: 12 = Number of Packages: 1, Package #1 Dimensions (LxWxH): 55 x 10 x 9 inches.

Check the "Specify repeating package quantity" checkbox if you would like to add additional packages based on an arbitrary amount of additional items purchased. A repeating package quantity will be satisfied until the next largest Bulk Quantity Packaging Definition condition is met. If a repeating package quantity is specified for your largest Bulk Quantity Packaging Definition, then the repeating package quantity will go on forever as your inventory will allow.

Declared Value: Enable declared value if you would like to add shipping insurance for the product. The declared value cost will be set as the product price that the customer is paying. This option will automatically be set if declared value is enabled for your store.

Delivery Confirmation: Enable delivery confirmation if you require a signature to be signed when the product has been shipped to its destination.

Exclude Shipping: Enable this option if you do not wish to calculate shipping costs for this product. If this option is turned on, you will have to contact the customer with their shipping costs for this product after their order is placed.

Quantity Exclude Shipping: Enable this option if you do not wish to calculate shipping costs for this product if a specified order quantity is met. If this option is turned on and the specified order quantity is met, you will have to contact the customer with their shipping costs for this product after their order is placed.

Meta Tag Settings

Meta Title: Enter the title tag you would like to be used for your product page. Having a good title tag can help benefit you in the search engines.

Meta Keywords: Enter all of the words that describe your product. The meta keywords will be used for a part of your front-end website search and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your product. The meta description can help you in the search engines and will typically be shown as the description in the search engine result pages.

Search Keywords

Search Keywords: Enter comma delimited search keywords or key phrases that you would like use to add this product to your website's product search results. When customers are searching on your website and a search keyword match is found, it will take priority over the standard product search results. This field supports a maximum of 65,535 characters.

Image Settings

Product Image: Browse and select the image for your product. This image will automatically be scaled for thumbnail and large version to fit on to your front-end website. Image quality and the image matching your actual product are two big things to consider when choosing your images.

Additional Images: Add as many additional images as you want to give your customers alternate views of what they are looking for.

Digital Download

This product is a digital download: Enable this option if this product is a non-tangible item and requires the customer to download the product directly after it has been purchased.

New File: Specify the file to use for digital download for this product.

Max Downloads: Specify the maximum amount of times you want to allow the customer to download this file after it has been purchased. If the customer reaches the max downloads number, they will not have access to download the file anymore unless it is purchased again.

Product Type

In Stock: Choose this product type if the product is considered In Stock.

Drop Shipped: Choose this product type if the product is drop shipped.

Wholesale: Choose this product type if the product is considered to be wholesale.

Wholesale Custom HTML: Enter custom HTML to be displayed in place of the Add To Cart button for the wholesale product.

Affiliate/Special: Choose this product type if the product is considered an Affiliate product or other special product.

Affiliate/Special Custom HTML: Enter custom HTML to be displayed in place of the Add To Cart button for the wholesale product.

Custom Fields

Custom Field 1: Enter custom text or HTML code for your custom field 1. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 2: Enter custom text or HTML code for your custom field 2. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 3: Enter custom text or HTML code for your custom field 3. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Custom Field 4: Enter custom text or HTML code for your custom field 4. Custom fields can be enabled in your configure store settings and can only be used for a custom product template layout.

Google Product Settings

Condition: Enter the condition for this product, whether it's new or used. The condition for this product will be used in your Google Merchant feed. New: The product is brand-new and has never been used. It's in its original packaging which has not been opened. Refurbished: The product has been restored to working order. This includes, for example, remanufactured printer cartridges. Used: If the two previous values don't apply. For example, if the product has been used before or the original packaging has been opened or is missing.

GTIN: Enter the Global Trade Item Number (GTIN) for this product. These identifiers include UPC (in North America), EAN (in Europe), JAN (in Japan), and ISBN (for books). UPC: 12-digit number such as 001234567891, EAN: 13-digit number such as 1001234567891, JAN: 8 or 13-digit number such as 12345678 or 1234567890123, ISBN: 10 or 13-digit number such as 0451524233. If you have both, only include 13-digit number.

MPN: This code uniquely identifies the product to its manufacturer. In particular, the combination of brand and MPN clearly specifies one product. Required for all items - except apparel, media, and custom made goods, or if you're providing 'brand' and 'gtin'.

Google Product Category: This attribute contains the category of the product according to Google's product taxonomy. Required for all items that belong to the 'Apparel and Accessories', 'Media', and 'Software' categories. Highly recommended for all other item types.

Gender: Select the gender that applies to this product. This field is required for Apparel items.

Age Group: Select the age group that applies to this product. This field is required for Apparel items.

Color: Select the color that applies to this product. Combine them with '/' in order of prominence (dominant color first, then accent colors). For example, a black shoe with green accents should have a color value of 'Black / Green'. This attribute can also be used for finishes as well (e.g., 'Mahogany' vs. 'Stainless Steel'). This field is required for Apparel items.

Disable google checkout for this product: Enable this option if you do not want to sell this product on Google Checkout.

Miscellaneous Settings

Convert this copied product to a new product: Check this option if you would like to convert this to a new product. This option only shows up if you are modifying a product that is in an additional category.

Do not display this product on website: Check this option if you wish to completely unpublish this product from your website. When unpublished, a 404 error will be created if you try to go to the direct URL for the unpublished product.

Sorting Products

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Use the List Product drop down menu to navigate to the subcategory in which you want to sort your products for.

3. Locate the product you wish to sort and drag it to its new location.

Deleting Products

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Use the List Product drop down menu or the product search function to locate the product that you wish to delete.

3. Click the Delete link to the right.

- *Note: You will need to confirm that you want to delete the selected product so that you do not delete it by accident.*

Additional Categories

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Use the List Product drop down menu or the product search function to locate the product that you want to add to additional categories.

3. Click the Additional Categories… link in the Category column

4. Use the additional category drop down to select the additional category that you want the product added to.

5. Click the Create button in the bottom right corner.

Field References

Select Additional Category

Additional Category: Select the additional category that you would like the product to be displayed in. When a customer clicks on a product from an additional category on your website, they will be forwarded to the product page within the product's "main category" URL directory structure. In other words, a separate product page is not created for additional categories. Additional categories are also not recorded in the Category Statistics section on the Order Statistics page.

Export Products

Export your entire product database in to Microsoft Excel or use your own custom formatting.

5. Select Store->Products under the SEO-Cart left navigation menu.

6. Click the Export link towards the top of the page.

7. Select the fields that you would like to export.

- *Note: You can select multiple fields at one time by holding down the Ctrl key on your keyboard and clicking on the fields you would like to export.*

8. Advanced Options

- *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*

- *Note: If you would like to use a different exporting format, select your own delimiter and text qualifier for your product export file.*

EXPORT PRODUCTS

EXPORT SETTINGS

Please choose the fields to be included in the exported file. (Hold Ctrl and/or Shift to select multiple fields simultaneously.)

Available Fields: Using Fields:

SKU
Main Category   Up
Additional Categories   Dn
Product Name
Wholesale Price
Price
Sale Price
Weight
Attributes
Description
Keywords
Large Image URL
Additional Images URLs
Sort
META Description

              ->   <-

☑ Field names as first row of exported file.

ADVANCED OPTIONS

☑ Use the options that will work with Microsoft Excel.

Select a delimiter to separate fields and values in the exported file.

Delimiter: Comma - "," ▾

4. Exported File Name: Enter the filename that you would like to use for your product export file.

5. Click the Export button towards the bottom right corner of the page.

Field References

Export Settings

Available Fields: Select which fields you will be exporting from the available fields list.

Added Fields: The Added Fields lists the current fields that you will be using in your export file. Move each field up or down in the correct order that they are in for your export file.

Field names as first row of exported file: Enable this option if you would like the first row in the exported file to list the column header field names.

Advanced Options

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your export file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the exported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is exported as one value, even if the text contains a delimiter character. You will typically want to use quotes as a text qualifier if you use Excel to view or edit the exported file. Only use this option if you know what you're doing.

Export File

Export File Name: Enter the filename that you would like to use for your export file.

Import Products

Use this feature in SEO-Cart if you would like to import new products, update existing products, or both.

4. Select Store->Products under the SEO-Cart left navigation menu.

5. Click the Import/Update link towards the top of the page.

6. Select the fields that you would like to import.

- *Note: You can select multiple fields at one time by holding down the Ctrl key on your keyboard and clicking on the fields you would like to import.*

- *Note: If updating existing products in your database, use the SKU field in the row of your import file to reference the product you wish to update. If inserting a new product in to your database, enter a unique SKU or leave the SKU field blank in the row of your import file.*

3. Advanced Options

- *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*

- *Note: If you would like to use a different import format, select your own delimiter and text qualifier for your product import file.*

IMPORT/UPDATE PRODUCTS

IMPORT SETTINGS

Please choose which fields you will be using in your import file.

Available Fields: Using Fields:

SKU   Up
Main Category   Dn
Additional Categories
Product Name
Wholesale Price
Price
Sale Price
Weight
Attributes
Description
Keywords
Large Image URL
Additional Images URLs
Sort
META Description

        ->   <-

ADVANCED OPTIONS

☑ Use the options that will work with Microsoft Excel.

Select a delimiter to separate fields and values in the exported file.

Delimiter: Comma - ","   ▼

Select the text qualifier character that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is imported as one value, even if the text contains a delimiter character.

4. Select the file you would like to import.

- *Note: If you do not have an Import file and you need one, click on the View Example Import File link towards the bottom of the page or Export your products in to a CSV file. We recommend that you use the CSV file format that can be opened in Excel.*

3. Click the Import button towards the bottom right corner of the page.

Field References

Import Settings

Available Fields: Select which fields you will be importing from the available fields list.

Added Fields: The Added Fields lists the current fields that you will be using in your import file. Move each field up or down in the correct order that they are in for your import file.

Advanced Options

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your import file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the imported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is imported as one value, even if the text contains a delimiter character. You will typically want to use quotes as a text qualifier if you use Excel to view or edit the imported file. Only use this option if you know what you're doing.

Import File

Import File Name: Enter the filename that you would like to use for your import file.

Manage Product Brands or Manufacturers

With SEO-Cart's brand management system, you can adjust the properties and images for the brands or manufacturers of your products. Listing your products by brand or manufacturer gives your customers additional was to find what they are looking for.

Adding a new brand

1. Select Store->Brands under the SEO-Cart left navigation menu.

2. Click the "New Brand" Link in the top left of the page.

3. Fill out the information for your brand.

4. Click the Create button in the bottom right of the page.

Field References

Brand Information

Brand Name: Enter the name of the brand.

Brand Description: Enter the description of your category. HTML tags are supported.

Display: When checked, this brand will appear on the brand category page

Highlight: If your website template lists brands, highlighted brands will be shown on your front-end website navigation menu.

Brand Image Settings

Category Page Image: Select an image of your brand to display on the brand category page.

Product Page Image: Select an image of your brand to display on the product page.

Meta Tag Settings

Title: Enter the page title to display for the brand's sub-category page. Use this field to target keywords for search engine optimization.

Meta Keywords: Enter all of the words that describe your brand. The meta keywords will be used for the brand's sub-category page and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your brand. The meta description can help you in the search engines.

Modifying a brand

1. Select Store->Brands under the SEO-Cart left navigation menu.

2. Click the Modify link next to the brand that you want to modify.

3. Make your necessary changes and click the Update button in the bottom right of the page.

Field References

Brand Information

Brand Name: Enter the name of the brand.

Brand Description: Enter the description of your category. HTML tags are supported.

Display: When checked, this brand will appear on the brand category page

Highlight: If your website template lists brands, highlighted brands will be shown on your front-end website navigation menu.

Brand Image Settings

Category Page Image: Select an image of your brand to display on the brand category page.

Product Page Image: Select an image of your brand to display on the product page.

Meta Tag Settings

Title: Enter the page title to display for the brand's sub-category page. Use this field to target keywords for search engine optimization.

Meta Keywords: Enter all of the words that describe your brand. The meta keywords will be used for the brand's sub-category page and can benefit you in the search engines.

Meta Description: Enter a brief summary that best describes your brand. The meta description can help you in the search engines.

Deleting a brand

1. Select Store->Brands under the SEO-Cart left navigation menu.

2. Click the Delete link next to the brand that you want to delete.

3. You will be presented with a confirmation to delete the brand. You may optionally set any products using this brand to use another brand, otherwise the brand property will be cleared for any products using the deleted brand.

Inventory Management

SEO-Cart allows you to keep a live inventory for your store. Inventory levels automatically are adjusted when you sell products or refund an order. E-mail notifications are sent to you when a product inventory changes.

Manage your Product Inventory

1. Select Store->Products under the SEO-Cart left navigation menu.

2. Find the product you wish to modify by using the List Products drop down menu or by searching for the product towards the top left of the page.

3. Scroll down to the Inventory Quantities section underneath the Product Attributes section and set the inventory number for your product or product attributes.

4. Click the Update button in the bottom right corner of the page.

Turning on Inventory for your Store

1. Select Configure->Store Settings under the Settings section in the left navigation menu in SEO-Cart.

2. Scroll down to the **Inventory Settings** section and check the **Enable Inventory System** checkbox.

3. Optionally check the remaining inventory options that apply to you.

Product Reviews

Product reviews allow customers who visit your website to share their experience about your product with other customers. Reviews also give you the opportunity to get feedback from your customers.

Note: Product reviews will not display on your website until you approve them in SEO-Cart

Turning on Product Reviews for your Store

1. Select **Configure->Store Settings** under the SEO-Cart left navigation menu.

2. Check the Enable product review system under the Miscellaneous Settings section.

3. Click the Update button in the bottom right corner of the page.

Approving Product Reviews

1. Select Store->Products under the SEO-Cart left navigation menu.

   - *Note: You can also access your product reviews by clicking the Review link under Pending Product Reviews on your home screen in SEO-Cart.*

2. Click the Pending Reviews link in the top left of the page.

3. Click the approve link next to the product review that you would like to display on your website for everyone to view.

- *Note: You can also approve multiple product reviews all at once by checking the boxes for the reviews you want to approve and click the Approve button towards the top left of the page.*

Modifying Product Reviews

1. Select Store->Products under the SEO-Cart left navigation menu.

   - *Note: You can also access your product reviews by clicking the Review link under Pending Product Reviews on your home screen in SEO-Cart.*

2. Click the Pending Reviews link in the top left of the page.

3. Click the Modify link next to the product review that you want to edit.

4. Modify the information as needed and click the Modify button in the bottom right corner of the page.

Field References

Product Review Information

Product: Displays the product that the product review is written for. This field cannot be modified.

Rating: Displays the rating the customer chose for the product.

Nickname: *Shows the nickname of the customer who wrote the product review.*

Pros: *Displays the Pros that the customer wrote for the product review.*

Cons: *Displays the Cons that the customer wrote for the product review.*

Process this review to show on website: *Check this option to display the product review on your front-end website for everyone to see.*

Deleting Product Reviews

1. Select Store->Products under the SEO-Cart left navigation menu.

   - *Note: You can also access your product reviews by clicking the Review link under Pending Product Reviews on your home screen in SEO-Cart.*

2. Click the Pending Reviews link in the top left of the page.

3. Click the delete link next to the product review that you would like to delete.

   - *Note: You can also delete multiple product reviews all at once by checking the boxes for the reviews you want to delete and click the Delete button towards the top left of the page.*

Marketing

Manage Mailing List

You can manage your mailing list in SEO-Cart by viewing, modifying, adding and deleting entries.

Viewing your Mailing List

1. Select Marketing->Mailing List under the SEO-Cart left navigation menu.

2. Click the View Mailing List link in the top left of the page.

Adding a New E-mail Entry

1. Select Marketing->Mailing List under the SEO-Cart left navigation menu.

2. Click the Add Manual Entry link in the top left of the page.

3. Fill out the Name and E-mail address that is associated with the new entry and click the Submit button towards the bottom right corner of the page.

Field References

New E-mail Entry

Name: Enter the full name you would like to use for the e-mail mailing list entry.

E-mail address: Enter the email address that you would like to use for the e-mail mailing list entry.

Modifying an Existing E-Mail Entry

1. Select Marketing->Mailing List under the SEO-Cart left navigation menu.

2. Click the View Mailing List link in the top left of the page.

3. Locate the entry you would like to modify and click the Modify link to the right.

4. Make your necessary changes and click the Update button towards the bottom right corner of the page.

Field References

Edit E-mail Entry

Name: Enter the full name you would like to use for the e-mail mailing list entry.

E-mail address: Enter the email address that you would like to use for the e-mail mailing list entry.

Deleting an E-mail Entry

1. Select Marketing->Mailing List under the SEO-Cart left navigation menu.

2. Click the View Mailing List link in the top left of the page.

3. Locate the entry you would like to modify and click the Delete link to the right.

Sending a Newsletter

1. Select Marketing->Mailing List under the SEO-Cart left navigation menu.

2. Fill out the fields under the Newsletter Settings section.

3. Click the Preview button towards the bottom right hand of the page.

4. Preview your newsletter and make sure everything looks okay before sending it.

- *Note: You can send a preview email of the newsletter to a specified email address by typing it in under the Preview By E-mail section and by clicking the Send Preview To This E-Mail Only button*

5. Click the Send to Mailing List button to send your newsletter to your mailing list.

- *Note: If your mailing list is large, it can take a while for the page to load. You must let the entire page load for your newsletter to be sent to everyone.*

Field References

Newsletter Settings

From Name: This is the name that your customers will see for the e-mail newsletter in their inbox.

From Address: The e-mail address you would like to send the newsletter from.
Note: You can setup your e-mail from address under Email Settings in your configuration settings under Configure->Store Settings under the SEO-Cart left navigation menu.

Newsletter Subject: The e-mail subject that you would like to set for the newsletter.

Newsletter Body: This is where the actual newsletter content will be placed. HTML and plain text newsletters are supported.

Manage Discounts and Coupons

Utilize the Discounts & Coupons feature in SEO-Cart to offer an incentive for your customers to Buy More!

Viewing Manual Discounts

Use a manual discount to create a new coupon code or other promotion to offer to your customers

1. Select Marketing->Discounts & Coupons under the SEO-Cart left navigation menu.

2. Make sure your Discount Type is set to: Manual Discount

Creating a Manual Discount

1. Select Marketing->Discounts & Coupons under the SEO-Cart left navigation menu.

2. Make sure your Discount Type is set to: **Manual Discount**

3. Towards the bottom, fill out the information for your new promotion.

4. Click the Add button towards the bottom right corner of the page.

Field References

Shopping Cart Manual Discount

Discount Coupon Code: Type in the Discount Code or Promotional Code you would like your customers to type in to receive the discount.
Note: You can check the No Coupon Code Required checkbox to apply the new discount to all orders made on your website .If this option is checked, no discount coupon code will need to be entered to receive the discount.

Coupon Type: Choose the coupon type for your new discount. Amount will take a certain amount from the order, Percent will deduct a percentage of the subtotal from the order's total, and free shipping will offer free shipping for the order. You can also only apply the discount for orders over a certain amount.

Enable gift certificate mode: Enable this option if you would like to save this coupon as a gift certificate. The gift certificate should be given to one customer and that customer will be able to use it as store credit until the balance reaches $0.00.

Valid Dates: Select the time frame for which the new discount is valid.

Coupon Options*:* You can optionally disable the coupon after it has been used a specified number of times.

Applies To*:* Select whether the coupon should be valid for all products (Entire Store), valid for all products within a specified category (Category), or valid for only one single product (Product).

Auto-Add Product*:* Enable this option to automatically add a discounted product (or products) to the customer's shopping cart if the coupon's conditions are met. For example: With this option to can automatically add a free product to the customer's shopping cart if they spend more than $100.

E-mail Notification*:* Enable this option to automatically send a notification to a specified email address which includes the code and amount.

Custom Message*:* Optionally enter custom text for this coupon. Custom text is displayed to the customer once a coupon is set successfully.

Modifying a Manual Discount

1. Use a manual discount to create a new coupon code or other promotion to offer to your customers

2. Select Marketing->Discounts & Coupons under the SEO-Cart left navigation menu.

3. Make sure your Discount Type is set to: **Manual Discount**

4. Locate the manual discount that you would like to modify and click the Modify link towards the right.

5. Modify the information that you would like to change and click the Modify button towards the bottom right corner of your screen.

Field References

Shopping Cart Manual Discount

Discount Coupon Code: Type in the Discount Code or Promotional Code you would like your customers to type in to receive the discount.
Note: You can check the No Coupon Code Required checkbox to apply the new discount to all orders made on your website .If this option is checke, no discount coupon code will need to be entered to receive the discount.

Coupon Type: Choose the coupon type for your new discount. Amount will take a certain amount from the order, Percent will deduct a percentage of the subtotal from the order's total, and free shipping will offer free shipping for the order. You can also only apply the discount for orders over a certain amount.

Enable gift certificate mode: Enable this option if you would like to save this coupon as a gift certificate. The gift certificate should be given to one customer and that customer will be able to use it as store credit until the balance reaches $0.00.

Valid Dates: Select the time frame for which the new discount is valid.

Coupon Options*:* You can optionally disable the coupon after it has been used a specified number of times.

Applies To*:* Select whether the coupon should be valid for all products (Entire Store), valid for all products within a specified category (Category), or valid for only one single product (Product).

Auto-Add Product*:* Enable this option to automatically add a discounted product (or products) to the customer's shopping cart if the coupon's conditions are met. For example: With this option to can automatically add a free product to the customer's shopping cart if they spend more than $100.

Custom Message*:* Optionally enter custom text for this coupon. Custom text is displayed to the customer once a coupon is set successfully.

Deleting a Manual Discount

1. Use a manual discount to create a new coupon code or other promotion to offer to your customers

2. Select Marketing->Discounts & Coupons under the SEO-Cart left navigation menu.

3. Make sure your Discount Type is set to: **Manual Discount**

4. Locate the manual discount that you would like to delete and click the Delete link towards the right.

Discount Type:	Manual Discount ▾				
DISCOUNT COUPONS					
CURRENT DISCOUNTS					
CODE	**TYPE**	**AMOUNT**	**VALID DATES**	**VALID USES**	**ACTIONS**
JOESCOUPON	Amount	$50.00 off for orders over $1000.00	Always	1	[Modify] [Delete]

After Order Discounts

An after order discount is similar to a Manual Order, however, the discount is created for a customer after they place an order on your website. After Order Discounts can be used as an incentive for your customers to come back and make new purchases on your website.

Note: You can apply an after order discount for purchases that are made within your store or within a specified category of your store.

Discount Type:	After Order Discount ▾					
AFTER ORDER DISCOUNT COUPONS						
CURRENT AFTER ORDER DISCOUNTS						
CODE	**TYPE**	**AMOUNT**	**VALID DATES**	**VALID USES**	**APPLIES TO**	**ACTIONS**
N/A	Percentage	15.00% off for orders over $0.00	Always	1	Desk & Accessories	[Modify] [Delete]

1. Select Marketing->Discounts & Coupons under the SEO-Cart left navigation menu.

2. Make sure your Discount Type is set to: **After Order Discount**

Website Configuration

Configure Store Settings

Use the store settings to configure many important aspects of your store, including functionality, features, search engine optimization settings, and more.

To make changes to your store settings do the following:

1. Select Configure->Store Settings under the SEO-Cart left navigation menu.

2. Review your settings and make any necessary changes.

3. Click the Update button towards the bottom right corner of the page.

Field References

Merchant Settings

Store Name: Enter the name of your online store

Store Address: Enter your street address

Store Address 2: Enter the second part of your street address, if available

Store Phone: Enter your store's telephone number

Store Alternate Phone: Enter an alternate phone number for your store, if available

Store Fax: Enter your store's fax number, if available

Store City: Enter your city

Store State: Select your state

Store Country: Enter your country.

Store Postal Code: Enter your postal code.

Store URL: Enter your store's full URL

E-mail Address: Enter your main email address that you would like all SEO-Cart notifications to be sent to. Multiple email addresses are supported by separating them with a comma and no spaces.

Default Currency: Choose your store's default currency

Miscellaneous Settings

Display Small Product Image in Product List: Displays thumbnail product images when viewing your products within SEO-Cart

Enable option to not display product sale price in store: Allows a product level feature to hide the sale price from your online store. A customer will have to add the item to their shopping cart to see the sale price.

Automatically sort my products by: Automatically sort all products on website. If this option is turned off, you cannot manually sort your products in SEO-Cart.

Automatically sort my subcategories by: Automatically sort all subcategories on website. If this option is turned off, you cannot manually sort your subcategories in SEO-Cart.

Enable drag and drop product sorting: Enable this option to use drag and dropping to sort your products within subcategories. If this option is off, the legacy point and click product sorting method is enabled. Drag and drop sorting is on by default for sorting highlighted products.

Enable shopping cart account system for customers: Allow customers who buy from your website to create an account before they make their purchase. This option will allow your customers to log in and save their shipping and billing information, along with other various customer account features.

Enable shopping cart quick checkout: Enable a Quick Checkout option for the customer account system. This allows customers to make a purchase from your store without registering for a new account.

Enable RMA (Return Merchandise Authorization) system: Enable this option if you would like the ability for your customers to submit RMA requests for orders they have placed. Once an RMA request is submitted, you will receive an email notification to the Admin Email Address and will have the ability to review the RMA request for processing. Each time an RMA status is changed, the customer will be notified by email.

Do not allow customer accounts to view RMA History: Enable this option if you do not want to allow customers with accounts to view their own RMA history when they login to their account on your website.

Enable product review system: The product review system allows customers viewing your website to write reviews for your products. Any reviews that are submitted must be approved in SEO-Cart before being displayed on your website.

Enable wholesale product types: Enable this option if you want to enable Wholesale products in your store. A wholesale product can have a wholesale price and custom HTML to be displayed rather than the default add to cart button.

Hide wholesale products from store: If wholesale product types are enabled for your store, this option will hide wholesale products from being displayed on your store.

Enable affiliate product types: Enable this option if you would like to offer affiliate products in your store. An affiliate product can have custom HTML to be displayed rather than the default add to cart button.

Enable drop shipped product types: Enable this option if you would like to offer drop shipped products in your store.

Enable custom fields for products: Custom fields allow you to set up to 4 unique fields for each product. Custom fields can be displayed when using your own custom product page template layout. You will most likely not need to turn this option on and it is intended for extended customization purposes.

Enable custom fields for categories: Custom fields allow you to set up to 4 unique fields for each category. Custom fields can be displayed when using your own custom category or subcategory page template layout. You will most likely not need to turn this option on and it is intended for extended customization purposes.

Send email notifications on product changes: When this option is on, an e-mail will be sent to the specified address whenever a product is modified in SEO-Cart. The email will show the old product information compared to the new product information. Multiple e-mail addresses are supported and should be separated by a comma.

Enable option to mark Reviewed Orders as Shipped: This option, if turned on, will add another order status for Shipped orders. Use this option if you have your own shipping department and would like to specify when an order has been shipped.

Enable product history archiving: Product History archiving will save all information that has previously been entered for a product. Turn this option on to allow you to view the history of a product, showing its modification history and purchase history.

Enable product bulk pricing: Bulk pricing allows you to configure bulk quantity discount tables for products in your store. Turn this option on to offer discounts to your customers who order products in bulk from your website.

Enable customer code system: Allow special customers or dealers to enter a customer code on your website to receive special pricing for the products in your store.

Enable product level tax exemption: Enable this option if you would like the ability to not charge sales tax for specified products.

Disable Help System: Enable this option to disable the help tool tips and Help Now buttons in SEO-Cart.

Use incremental order transaction ids: Enable this option if you would like your order transaction ids (invoice numbers) to be in incremental and in sequential order. With this option enabled, each order's transaction id that is created will reflect as the total amount of orders you have had for your store since it has been started. By default, SEO-Cart generates transaction ids based on the current date and time that the order was placed.

Enable digital downloads: Enable this option if you sell products that are considered non-tangibles and require to be downloaded after a purchase is made. Once enabled, you will be able to specify a file to upload when adding or modifying a product in SEO-Cart. The customer will then be given a link to download the item once they make a purchase.

Notify admin when customer downloads a file: Enable this option if you would like to receive email notifications each time a customer downloads a product from the digital download system.

Do not allow customer to download file(s) until order has been marked as processed: Enable this option if you would like to prevent the customer from downloading a product within an order until the order has been processed.

Enable option to set minimum order quantity: Enable this option if you would like to be able to specify a minimum order quantity a customer must purchase for each product. Enabling this option will allow you to set the minimum order quantity when modifying or creating a product.

Enable option to set maximum order quantity: Enable this option if you would like to be able to specify a maximum order quantity a customer is able to purchase for each product. Enabling this option will allow you to set the maximum order quantity when modifying or creating a product.

Enable product attribute SKUs: Enable this option if you would like the ability to set a SKU for each product attribute combination. This can be particularly useful if you require unique SKUs for each product attribute variation when exporting your orders in to Quickbooks or other third party software.

Enable product attribute option SKUs: Enable this option if you would like the ability to set a SKU for each product option. This can be particularly useful if you require unique SKUs for each product attribute variation when exporting your orders in to Quickbooks or other third party software.

Enable combined attribute pricing: Enable this option if you would like to set your attribute pricing on each possible attribute combination rather than setting the pricing on attributes independently. For example, if this option is enabled, you will set your pricing on a tshirt as "X-Large/Green" = $20 rather than X-Large = $10 and Green = $10.

Enable option to hide attribute pricing: Enable this option if you would not like to show attribute pricing differences on all of your product pages. If enabled, customers will not be able to see the final price of a product that has attribute price differences until they add the item to their shopping cart.

Enable attribute swatches: Enable this option if you would like to have the ability to set swatches for your attributes when modifying or creating a product within SEO-Cart. Swatches are clickable and are displayed beneath the attribute drop downs on your website product pages. Swatches are particular good to use for Colors or other variations of a product. You can specify to use a color, image, or text when configuring product swatches.

Enable attribute images: Enable this option if you would like to have the ability to set images for your attributes when modifying or creating a product within SEO-Cart. When an attribute image is set, the main product image will automatically be changed to the attribute image that is set for the selected attribute. Attribute images are useful for displaying a particular image to the customer when a specific attribute option is selected before purchase. Attribute images can be used in combination with attribute swatches.

Enable search keywords: Enable this option if you would like the ability to set search keywords or key phrases on a product or category level. With this option turned on, you will be able to specify custom comma-delimited keywords when adding/modifying a product or category. Customers that are searching on your website and a search keyword match is found, the product will take priority over the standard product search results.

Disable manual orders: Enable this option if you do not want the ability to place manual orders within SEO-Cart.

Enable brands: Enable this option if you would like the ability to set a product's Brand when modifying or creating a product within SEO-Cart. This field is highly recommended to enable and set if you have your Google Merchant Center setting enabled. This field can also be used in other various ways on the front-end of your website and allow customers to find what they are looking for more easily.

Search Engine Optimization Settings

Automatically generate my meta keywords for each product: Turn this option on to automatically populate your meta keywords which are chosen by SEO-Cart.
Note: You can override a product's auto-generated meta keywords by modifying the product in SEO-Cart.

Automatically generate my meta description for each product/category: Turn this option on to automatically populate your meta description for each product and category page.
Note: You can override a category or product meta description by modifying the product or category in SEO-Cart.

Category Page Meta Description: Template text for your category meta descriptions. Use dynamic keywords within the meta description template to ensure that it is unique.

Product Page Meta Description: Template text for your product meta descriptions. Use dynamic keywords within the meta description template to ensure that it is unique.

Automatically generate my related products for cross-selling: Turn this option on to randomly generate related products for your store. Enabling this option will generate more inbound links within your website.

Generate search engine friendly product filenames: Turn this option on to use search engine friendly product filenames for your website. This option is recommended and must be set when first configuring your store.

Use shorthand URLs for website directory structure: Turn this option on to compress the length of your product and category URLs by omitting the categories and products subdirectories from your website. This option is recommended and must be set when first configuring your store.

Include anchor title attribute for product and category links: Turn this option on to include the HTML title attribute for all anchor links generated by SEO-Cart. When enabled, SEO-Cart will use the meta title text for the title attribute in all anchor tags. This can be useful for SEO and for handicapped viewers or visit your website.

Enable Omniture integration features: Turn this option on to enable Omniture tracking for your website. You must have an Omniture account and upload your javascript file that Omniture provides to /js/s_code.js within your FTP account.

Inventory Settings

Enable Inventory System: Turn this option on to keep an inventory for all of the products and product variations in your store.
Note: The Inventory System will automatically disallow products with a zero inventory to be purchased from your website by default. You will have to enable the Inventory Backorders option to allow products with a zero inventory to be purchased.

Inventory Soft Limit: When a product's inventory reaches the Inventory Soft Limit number, a notification e-mail will be sent to you.

Default Inventory Quantity: Set a default quantity to use when creating new products or adding new attributes.

Enable inventory backorders: Turn this option on to enable backorders on your website. Backorders will allow the inventory for a product to reach a negative level.

Do not decrease inventory levels until an order is marked as reviewed: Inventory for your products will not be decreased until an order has been processed successfully.

Automatically hide product from store when it goes out of stock: When an item goes out of stock, automatically hide it from website.

Display While Supplies Last! on website for products at or below inventory soft limit: Display While Supplies Last! in red font next to the add to cart button on your website when a product reaches inventory soft limit.

Display Out Of Stock on website for products at inventory zero: Display Out Of Stock in red font next to the add to cart button on your website when a product reaches a zero inventory.

Display In Stock on website for products at inventory greater than zero: Display In Stock in green font next to the add to cart button on your website for products that are in stock.

Enable quickbooks inventory sync: Enable this option if you would like to synchronize your inventory levels with Quickbooks. Enabling this option will allow you to go to Store->Inventory Levels and click on Quickbooks Sync at the top of the page to configure your Quickbooks Sync settings.

Allow customers to automatically be notified via email when an item comes back in stock: Enable this option to allow customers to automatically be sent an email notification when an item comes back in stock. From the front-end product page, customers can add themselves to the instock notification list for an attribute or non-attribute item that is out of stock. Enabling this option will allow you to go to SEO-Cart->Configure->Product Page Template and configure various custom settings under the "Automatic Instock Notification" section.

Newsletter Settings

Newsletter From Address: Enter the email address that you would like your newsletter e-mails to be from.

Return Path Address: If your newsletter e-mail bounces then the bounce message will be sent to the return path address.

Google Merchant Center Settings

Enable Merchant Account: Enable this option to include your products in the Google Base product feed.

Data Feed Name: Google Base data feed filename to be generated. If you setup your own data feed, make sure to edit the feed and enable the option for "Use Quoted Fields".

Enable Product Condition: Enable this option to have the ability to set a product's condition to new, refurbished, or used for your Google Merchant Feed. If this option is not enabled, all product conditions will default to "new". If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed.

Enable Global Trade Item Number Field: Enable this option to have the ability to set a product's Global Trade Item Number (GTIN) for your Google Product Feed. This field supports your product UPC, ISBN, EAN, or JAN number. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed.

Enable Product MPN Field: Enable this option to have the ability to set a product's Manufacturer Part Number (MPN) field for your Google Product Feed. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed.

Enable Google Product Categories: Enable this option to have the ability to set a product's Google Product Category for your Google Product Feed. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed.

Enable Product Gender Field: Enable this option to have the ability to set a product's Gender for your Google Product Feed. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed if you sell Apparel items.

Enable Product Age Group Field: Enable this option to have the ability to set a product's Age Group for your Google Product Feed. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed if you sell Apparel items.

Enable Product Color Field: Enable this option to have the ability to set a product's color for your Google Product Feed. If enabled, this field will be able to be set when you modify or create a product. It is highly recommended to enable and use this field for your Google Merchant Feed if you sell Apparel items.

Use product meta description for Google product description: Enable this option to use a product's meta description instead of the product description for your Google Product Feed. Google recommends setting around 500 to 1000 characters for your product description in your Google Product feed, however you can submit up to 10000 characters.

Do not use product SKU as product MPN field: Enable this option to not use the product's main SKU as the product's MPN field. If your products are custom and do not have a valid MPN, then you may want this enabled. This also assists in resolving the "invalid product identifier error" through your Google Merchant Center.

XML Sitemap Settings

Enable XML Sitemap Capabilities: Turn this option on to enable XML sitemap generation. You can manually generate your XML sitemap by selecting Store->Generation under the SEO-Cart left navigation menu.

PDF Catalog Settings

Enable PDF Catalog Generator: Turn this option on to enable PDF catalog generation. You can manually generate your PDF Catalog and view other various PDF catalog settings by selecting Store->Generation under the SEO-Cart left navigation menu.

Instant Notifications

Enable instant order notifications: Turn this option on to enable Instant Order Notifications. When enabled, data will automatically be sent to your custom "Order Callback URL" whenever an order is placed on your website or whenever an order status is changed on your website.

Order Callback URL: Enter the custom order callback URL that you would like your data to be sent to. This URL must be secured using an SSL connection (HTTPS) since sensitive information is being transmitted.

Order Callback Type: Select the data type that you would like to have returned in your Instant order notification

Configure Payment Methods

Configure your available payment methods that your customers can use to pay for your merchandise or services. SEO-Cart offers various online credit card merchants for automatically processing the customer's credit card before their order is placed and also offers an offline credit card method to manually process credit card transactions on your own. Also configure PayPal, Google Checkout, and up to 3 custom (offline) payment methods for your customers to choose from.

Accepting Credit Cards

SEO-Cart currently supports Authorize.NET, SecureNet, Quickbooks Merchant Services, USA ePay, CCBill, and PayPal Direct as online credit card payment solutions. You can also choose to manually process your credit cards as an offline credit card payment solution.

An online credit card payment solution will automatically authorize and charge the customer's credit card when the order is placed on your website. An offline credit card payment solution will require you to manually process the customer's credit card on your own after the order is placed.

1. Select Configure->Payment Methods under the SEO-Cart left navigation menu.

2. Choose the Payment Method that you would like to accept.

   - *Note: You may only choose one active online credit card payment solution through Authorize.NET (recommended), USA ePay, or PayPal Direct. If you do not wish to use an online payment solution, then choose 'Manually Process Credit Cards' as your payment method.*

3. If choosing an online credit card payment solution, check the box to enable the payment method and enter your merchant information for your credit card payment method.

4. Click the Update button towards the bottom right corner of the page.

Field References

Manually Process Credit Cards

Manually process credit card transactions: Enable this option if you would like to use offline credit card processing for your credit card orders placed on your website.

PayLeap

Note: PayLeap is the recommended payment solution for online credit card processing in SEO-Cart. If you do not have a PayLeap account and would like one, click the sign up link towards the top of the page under the PayLeap payment method.

Enable PayLeap to process credit card transactions: Enable this option to use PayLeap for your online credit card processing merchant.

PayLeap Username: Enter your username provided to you by PayLeap.

PayLeap Password: Enter your password provided to you by PayLeap.

Payment Type: Set your PayLeap payment type to Authorization if you want to authorize the credit card when the order is made and capture the funds after the order has been marked as processed/shipped by you. Leave the Payment Type to Charge if you would like to capture the credit card funds directly after the order is made.

Platform: Select your preferred PayLeap platform. This will likely need to be set to PayLeap 2.0.

Enable test mode: Enable this option to turn test mode on for your credit card transactions on your website. Only turn this on to place a test order.

Authorize.NET

Enable Authorize.net credit card merchant for transactions: Enable this option to use Authorize.NET for your online credit card processing merchant.

Enable Wells Fargo SecureSource Credit Card Transactions: Enable this option to use Wells Fargo SecureSource for processing your credit card transactions through Authorize.NET.

API Login ID: This is provided in your Authorize.NET Merchant Login. You can obtain this by going to Account->Settings->Security Settings and clicking on the API Login ID and Transaction Key link.

API Transaction Key: This is provided in your Authorize.NET Merchant Login. You can obtain this by going to Account->Settings->Security Settings and clicking on the API Login ID and Transaction Key link.

Authorize.net Payment Type: Set your Authorize.NET payment type to Authorize if you want to authorize the credit card when the order is made and capture the funds after the order has been marked as processed/shipped by you. Leave the Payment Type to Charge if you would like to capture the credit card funds directly after the order is made.

Enable Authorize.net Automated Recurring Billing (ARB): Enable this option if you sell products that require charging the customer's credit card on a recurring schedule. Enabling this option will also allow you to enable a trial period for your products. You must add the additional Authorize.net ARB service to your existing account which typically costs additional monthly fees for your merchant account. Once enabled, you will be able to set recurring billing when modifying or creating a product.

Enable Authorize.net E-Check Payment Option: Enable this option if you would like to accept e-checks as a payment option through your Authorize.NET account.

Disable Authorize.net E-check payment option for orders: Enable this option if you would like to only accept e-checks for orders over or under a certain amount.

Enable test mode: Enable this option to turn test mode on for your credit card transactions on your website. Only turn this on to place a test order.

First Data

Enable First Data to process credit card transactions: Enable this option to use First Data for your online credit card processing solution gateway.

Gateway ID: Your First Data gateway ID should be provided to you when you create an account. To obtain your Gateway ID, login to your First Data GGE4 account and go to Administration->Terminals and use Terminal Selection to select your Ecommerce terminal (ECOMM). Once here, your Gateway ID is displayed under the Details tab.

Password: To obtain your Password, login to your First Data GGE4 account and go to Administration->Terminals and use Terminal Selection to select your Ecommerce terminal (ECOMM). Once here, click the "Generate" link next to the Password field and save the password. IMPORTANT: Click the Update button towards the bottom of the page to save your new password.

Key ID: To obtain your Key ID, login to your First Data GGE4 account and go to Administration->Terminals and use Terminal Selection to select your Ecommerce terminal (ECOMM). Once here, click the API Access tab and your Key ID should be displayed towards the top.

Hmac Key: To obtain your Key ID, login to your First Data GGE4 account and go to Administration->Terminals and use Terminal Selection to select your Ecommerce terminal (ECOMM). Once here, click the API Access tab and click the Generate New Key link next to the Hmac Key field. IMPORTANT: Click the Update button towards the bottom of the page to save your new Hmac key.

Payment Type: Set your First Data payment type to Authorization if you want to authorize the credit card when the order is made and capture the funds after the order has been marked as processed/shipped by you. Leave the Payment Type to Authorize & Capture if you would like to capture the credit card funds directly after the order is made.

Enable Demo Mode: Only enable demo mode to place a test transaction on your front-end website. Make sure this option is off to accept live sales.

2Checkout

Enable 2Checkout to process credit card transactions: Enable this option to use 2Checkout for your online credit card processing solution.

Account Number: Your 2Checkout Account Number should be provided to you when you create a 2Chechkout Account. Your account number can be found by logging in to your 2Checkout account.

Secret Word: You must set a unique secret word so that we can securely communicate with 2Checkout. To set this, login to your 2Checkout Account and go to Account->Site Management

API Username: The API username is required to issue returns from SEO-Cart. To set this, login to your 2Checkout Account and go to Account->User Management and add a new user.

API Password: The API password is required to issue returns from SEO-Cart. To set this, login to your 2Checkout Account and go to Account->User Management and add a new user.

Enable Demo Mode: Only enable demo mode to place a test transaction on your front-end website. Make sure this option is off to accept live sales.

Internet Secure / Elavon

Enable InternetSecure / Elavon for credit card processing: Enable this option to use Elavon Internet Secure for your online credit card processing merchant.

Gateway ID: Enter your username provided to you by Elavon Internet Secure.

Payment Type: Select how to handle the transaction when the order is placed. Authorize and Capture will capture the funds right when the order is made. Authorize Only will authorize the funds and credit card when the order is placed and will not capture the funds until you manually mark the order as Processed or Shipped.

MyVirtualMerchant / Elavon

Enable MyVirtualMerchant / Elavon for credit card processing: Enable this option to use Elavon MyVirtualMerchant for your online credit card processing merchant.

VirtualMerchant ID: Enter your merchant ID provided to you by Elavon MyVirtualMerchant.

VirtualMerchant User ID: Enter your User ID provided to you by Elavon MyVirtualMerchant.

VirtualMerchant PIN: Enter your PIN provided to you by Elavon MyVirtualMerchant.

Payment Type: Select how to handle the transaction when the order is placed. Authorize and Capture will capture the funds right when the order is made. Authorize Only will authorize the funds and credit card when the order is placed and will not capture the funds until you manually mark the order as Processed or Shipped.

Account Type: Terminal Based (default, recommended): If you issue a refund within SEO-Cart with a terminal based account, you must login to your MyVirtualMerchant interface to manually un-pend the transaction, or else the refund will not go through successfully. Terminal based accounts allow greater automated control over transactions and transaction validation. Host Based: If you issue a refund with a host based account, the refund will automatically go through without having to manually un-pend the transaction in your MyVirtualMerchant interface.

Quickbooks Merchant Services

Enable Quickbooks Merchant Services for credit card transactions: Enable this option if you would like to use Quickbooks Merchant Services (QBMS) to process your credit card transactions. Once enabled, you must click the link below and login to your QBMS account to register a connection.

Registration Status: Displays your registration status with the QBMS service.

QBMS Payment Type: Set your QBMS payment type to Authorize if you want to authorize the credit card when the order is made and capture the funds after the order has been marked as processed by you. Leave the Payment Type to Charge if you would like to capture the credit card funds directly after the order is made.

SecureNet

Enable SecureNet credit card merchant for transactions: Enable this option to use SecureNet for your online credit card processing merchant.

SecureNet ID: Enter your SecureNet ID provided to you by SecureNet.

SecureNet Transaction Key: Enter your SecureNet Transaction Key provided to you by SecureNet.

USA ePay

Enable USA ePay credit card merchant for transactions: Enable this option to use USA ePay for your online credit card processing merchant.

Transaction Key: This is provided to you when signing up with USA ePay.

PayPal Direct Payment Option

Note: If you do not have a PayPal Business Account, you may sign up for one by clicking on the Sign up for a PayPal Business Account link on the page.

Note: To accept PayPal on your website you must get API Access by logging in to your PayPal Account. To use the Direct Payment Option you must go to Merchant Services and sign up for Website Payments Pro.

Enable PayPal Payment Option: Enable this option to turn PayPal on for your website.

API Username: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

API Password: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

API Signature: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

Enable PayPal Direct Payment Option: This option must be enabled to use PayPal as your credit card gateway. Enabling this option will disable any other credit card merchant that is currently enabled.

Disable PayPal Direct payment option for orders: Enable this option to only allow PayPal direct payments for orders that are over or under a certain amount.

Payment Type: The Sale Payment Type will automatically capture the funds from the customer's account right when the order is placed. The Authorization Payment Type verifies that the funds exist in the customer's account before the order is placed and the funds will not be captured until the order has been processed as reviewed in SEO-Cart.

Disable sending of order invoice number to PayPal: Enable this option if you would like to prevent the sending of the SEO-Cart generated Invoice Number to PayPal when an Express Checkout or Direct Payment order is placed. You typically only need to enable this option if you have another store using the same PayPal account and/or you are having issues with duplicate order invoice number errors coming from PayPal.

Enable test mode: Enable this option if you would like to enable test mode for PayPal orders made through your website. You cannot process live orders with this option turned on.

Miscellaneous Credit Card Settings

Do Not Accept Credit Cards for International Orders: Enable this option if you do not want to allow credit card transactions from customers from a country other than your own.

Disable credit card payment option for orders: Enable this option to disable credit card transactions for orders over or under a certain amount.

Additional Information: Enter in any additional information you would like your customers to see regarding credit card transactions. This text will be displayed on your shopping cart checkout page below the credit card form.

Credit Cards Accepted

Choose which credit card types you would like to accept on your website. This option is only available if you accept online or offline credit card processing on your website.

1. Select Configure->Credit Cards Accepted under the SEO-Cart left navigation menu.

2. Choose what credit cards you would like to accept for your credit card billing option.

3. Click the Update button towards the bottom right corner of the page.

Accepting PayPal Express Checkout Payments

PayPal Express Checkout payments will direct your customers to PayPal's website to verify their payment before finalizing their purchase on your website. The PayPal Express Checkout payment method can be enabled on your website along with other payment methods.

1. Select Configure->Payment Methods under the SEO-Cart left navigation menu.

2. Choose PayPal from the Payment Methods drop down menu.

3. Check the Enable PayPal Payment option checkbox and enter in your merchant information.

- *Note: If you do not have a PayPal Business Account, you may sign up for one by clicking on the Sign up for a PayPal Business Account link on the page.*

- *Note: To accept PayPal on your website you must get API Access by logging in to your PayPal Account. To use the Express Checkout Option you must login to your PayPal account and go to My Account->Profile and click on the API Access link to request API Access for your website.*

- *Note: By default PayPal does not require a contact telephone number during the express checkout process. If you would like to require the telephone for PayPal Express orders, you can set up your PayPal account's preferences to require the phone number to be supplied when customers are making a purchase. To do this, login to your PayPal account, click on Profile, then Website Payment Preferences, then enable the option under Contact telephone number.*

4. Click the Update button towards the bottom right corner of the page.

Field References

Payment Processing Settings

Enable PayPal Payment Option: Enable this option to turn PayPal on for your website.

API Username: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

API Password: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

API Signature: This is provided to you by requesting API Access within your PayPal account. Login to your PayPal Account and go to My Account->Profile and click on the "API Access" link. Once on this page, click the "Request API Credentials" link and choose to "Request API signature" to obtain your API information.

Enable PayPal Express Checkout Option: This option must be enabled to use PayPal Express Checkout on your website.

Disable PayPal Express payment option for orders: Enable this option and configure to your liking if you would like to disable the PayPal Express payment option for orders over or under a certain amount.

Disable PayPal Express payment option for Domestic orders: Enable this option to disable PayPal Express for customers ordering from the United States, or your domestic country.

Disable PayPal Express payment option for International orders: Enable this option to disable PayPal Express for international customers ordering from your website.

Disable PayPal Express Payment Option for Unverified PayPal Accounts: Enable this option to disable PayPal Express payments for customers who have not verified their PayPal accounts. A Verified PayPal member has successfully completed PayPal's verification system to establish their identity with PayPal.

Disable PayPal Express Payment Option for Unconfirmed PayPal Addresses: Enable this option to disable PayPal Express payments for customers who have not confirmed their mailing address. An unconfirmed address is typically when a buyer's credit card billing and shipping addresses are not the same. Even though most unconfirmed addresses are not fraudulent, and sellers don't usually experience problems with them, it can still provide an extra layer of security against fraud.

Disable PayPal Express Checkout Button On Shopping Cart Page (Step 1): Enable this option if you would like to hide the express checkout button on the shopping cart page. Doing this forces the customer to the checkout (step 2) page where they can enter their information and use the payment method drop down menu to choose PayPal Express.

Enable PayPal Bill Me Later: Enable this option if you would like to place a PayPal Bill Me Later button below the PayPal Express Checkout button on the shopping cart page (step 1).

Payment Type: The Sale Payment Type will automatically capture the funds from the customer's account right when the order is placed. The Authorization Payment Type verifies that the funds exist in the customer's account before the order is placed and the funds will not be captured until the order has been processed as reviewed in SEO-Cart.

Enable test mode: Enable this option if you would like to enable test mode for PayPal orders made through your website. You cannot process live orders with this option turned on.

Accepting Google Checkout Payments

Google Checkout payments will direct your customers to the Google Checkout website to place their order. The Google Checkout payment method can be enabled on your website along with other payment methods.

1. Select Configure->Payment Methods under the SEO-Cart left navigation menu.

2. Choose Google Checkout from the Payment Methods drop down menu.

3. Check the Enable Google Checkout for transactions checkbox and enter your merchant account information.

- *Note: If you do not have a Google Checkout Account, you may sign up for one by clicking on the Sign up for a Google Checkout Account link on the page.*

- *Note: To accept Google Checkout payments on your website you must create an account and retrieve your API Credentials by logging in to your Google Checkout Account and by going to the Settings tab and clicking on the Integration link.*

- *Important: You must set up your API Callback URL in your Google Checkout Account. To do this you must log in to your Google Checkout Account and go to the Settings tab and clicking on the Integration link. Set your API Callback URL to https://www.yourdomain.com/order_results (replace yourdomain.com with your real domain name). Also make sure that the Callback method is set to XML and the 'My company will only post digitally signed carts' checkbox is checked.*

4. Click the Update button towards the bottom right corner of the page.

Field References

Payment Processing Settings

Enable Google Checkout for transactions: Enable this option if you would like to accept Google Checkout orders on your website. Once turned on, a Google Checkout button will automatically appear on the shopping cart page on your website.

Merchant Id: This is provided to you after signing up for Google Checkout. You can view your Google Merchant Id by logging in to your Google Checkout account and going to Settings->Integration.

Merchant Key: This is provided to you after signing up for Google Checkout. You can view your Google Merchant Id by logging in to your Google Checkout account and going to Settings->Integration.

Enable Sandbox for testing: Enable this option is you would like to test your Google Checkout account in the sandbox testing environment. To use sandbox testing in SEO-Cart you must first obtain and configure a sandbox account at https://sandbox.google.com/checkout/.

Accepting Custom Payment Methods

Custom payment methods allow you to create your own offline payment methods for your customers to choose from when purchasing from your website. An example of a custom payment method would be check or money order, wire transfer, certified funds, etc.

1. Select Configure->Payment Methods under the SEO-Cart left navigation menu.

2. Choose Custom Methods from the Payment Methods drop down menu.

3. Check the Enable Custom payment method checkbox and fill out the custom payment information.

   - *Note: You can have up to 3 custom payment methods added to your shopping cart checkout.*

4. Click the Update button towards the bottom right corner of the page.

Field References

Payment Processing Settings

Payment Name: Enter the name of your custom payment method.

Enable for Domestic Orders: Enable this option if you would like the custom payment method to be available to customers from the United States (or your domestic country)

Enable for International Orders: Enable this option if you would like the custom payment method to be available to International customers purchasing from your website.

Payment Text: Enter in custom text to be displayed to the customer if they choose the custom payment method. This text is displayed on your website if the custom payment method is chosen.

Payment Email: Enter in custom text to be displayed to the customer in their order confirmation email. This custom email text will only be displayed if the customer chooses this custom payment method for their order.

Configure Tax Settings

Tax State Settings

Configure your Tax State Settings to tax your customers who are from a specified state that makes a purchase on your website.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Select State from the Tax Setting drop down menu towards the top of the page.

3. Choose the states that you would like to setup tax for from the dropdown menu and click the add button.

   - *Note: You can set up tax for all states by checking the Enable tax for all states checkbox and entering the tax percentage amount.*

4. Next to the added state(s), enter the tax percentage that you would like to charge for customers ordering from your website that live in the specified state.

   - **Enable Tax Cutoff**: Enable this option if you would like tax to not be calculated for orders over a specified amount.

2. Click the Update button towards the bottom right corner of the page.

Field References

Tax State Settings

Enable tax for all states: Enable this option if you would like to charge a flat rate tax for all states within your country. If this option is enabled, enter the tax percentage rate below.

Please select a state: Select the state that you would like to charge tax for and click the Add button. Enter the tax percentage for the newly added state below.
Note: Enable Tax Cutoff allows you to not charge tax if an order subtotal is over a certain dollar amount.

Also check shipping state to include tax: By default, only the customer's billing information is checked to determine whether to charge tax. Enable this option to also check the customer's shipping information to include tax.

Calculate sales tax after discount is applied: If you offer any discounts or coupons, enable this option to charge sales tax on the subtotal after the discount has already been applied, otherwise, tax will be charged on the subtotal amount before any discounts are applied.

Enable sales tax on shipping charges: Enable this option to include sales tax for the order's shipping charges. This option will only apply to orders who qualify for sales tax.

Tax Postal Code Settings

Configure your Tax Postal Code Settings to tax your customers who are from a specified postal code that makes a purchase on your website. A tax postal code rate will override a tax state rate.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Select Postal Code from the Tax Setting drop down menu towards the top of the page.

3. Click the Add Postal Code button to add a new postal code tax for your website.

   - Note: You can modify or remove a postal code tax rate for a tax postal code tax entry that is already added.

4. Enter the postal code and corresponding rate for the postal code tax rate entry.

5. Click the Update button towards the bottom right corner of the page.

Field References

Tax Postal Code Settings

Add Postal Code: Click to add a new postal code tax rate to your postal code tax table. Once added, specify the postal code and the tax rate percentage for that postal code above.

Note: It is usually a good idea to import/export your tax postal code table since it is typical to have a very large amount of postal codes.

Also check shipping postal code to include tax: By default, only the customer's billing information is checked to determine whether to charge tax. Enable this option to also check the customer's shipping information to include tax.

Enable sales tax on shipping charges: Enable this option to include sales tax for the order's shipping charges. This option will only apply to orders who qualify for sales tax.

Tax Country Settings

Configure your Tax Country Settings to tax your customers who are from a specified country that makes a purchase on your website.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Select Country from the Tax Setting drop down menu towards the top of the page.

3. Choose the countries that you would like to setup tax for from the dropdown menu and click the add button.

4. Next to the added countries, enter the tax percentage that you would like to charge for customers ordering from your website that live in the specified country.

5. Click the Update button towards the bottom right corner of the page.

Field References

Tax Country Settings

Please select a country: Select the country that you would like to charge tax for and click the Add button. Enter the tax percentage for the newly added country below.

Also check shipping country to include tax: By default, only the customer's billing information is checked to determine whether to charge tax. Enable this option to also check the customer's shipping information to include tax.

Enable sales tax on shipping charges: Enable this option to include sales tax for the order's shipping charges. This option will only apply to orders who qualify for sales tax.

Zip2Tax Settings

The Zip2Tax service allows you to calculate tax based on postal code without having to manage your own postal code to tax database. To use the zip2tax feature, you must subscribe to the zip2tax database interface access at www.zip2tax.com.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Select Zip2Tax from the Tax Setting drop down menu towards the top of the page.

3. Enable the checkbox to "Enable Zip2Tax to calculate tax based on postal code".

4. Enter your username and password provided to you by Zip2Tax.

5. Click the Update button towards the bottom right corner of the page.

Field References

Zip2Tax Settings

Enable Zip2Tax to calculate tax based on postal code: Check this checkbox to enable the zip2tax service. When enabled and a valid state, postal code, or country matches to charge sales tax, a query will be sent to zip2tax using their Lookup XML service to obtain a tax rate for the customer's provided postal code.

Zip2Tax Username: Enter your username provided to you by Zip2Tax.

Zip2Tax Password: Enter your password provided to you by Zip2Tax.

Export Tax Settings

Export your tax settings for tax state, tax postal code, or tax country type. Re-import your exported file to make bulk updates or inserts to your tax settings.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Click the Export link towards the top of the page.
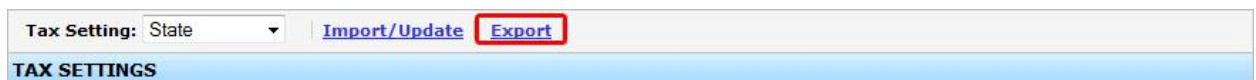
3. Export Type: Select which tax settings that need to be exported.

4. Advanced Options
   - *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*
   - *Note: If you would like to use a different import format, select your own delimiter and text qualifier for your product import file.*

5. Exported File Name: Enter the filename that you would like to use for your tax export file.

6. Click the Export button towards the bottom right corner of the page.

Field References

Export Type

Export Type: Choose whether to export your Tax State, Tax Postal Codes, or Tax Country settings.

Advanced Tax Options

Field names as first row of exported file: Enable this option if you would like the first row in the exported file to list the column header field names.

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your export file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the exported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is exported as one value, even if the text contains a delimiter character. You will typically want to use quotes as a text qualifier if you use Excel to view or edit the exported file. Only use this option if you know what you're doing.

Export Tax File

Export File Name: Enter the filename that you would like to use for your export file.

Import Tax Settings

Import your tax settings to avoid having to manually insert or update your tax settings for tax state, tax postal code, or tax country.

1. Select Configure->Tax Settings under the SEO-Cart left navigation menu.

2. Click the Import/Update link towards the top of the page.
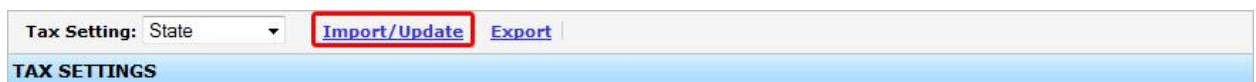
3. Import Type: Select which tax settings that need to be imported.

4. Advanced Options
   - *Note: If using Excel, leave the checkbox on to Use the options that will work with Microsoft Excel.*
   - *Note: If you would like to use a different import format, select your own delimiter and text qualifier for your product import file.*

5. Select the file you would like to import.

- *Note: If you do not have an import file and you need one, click on the View Example Import File link next to the Import Type or Export your tax settings in to a CSV file. We recommend that you use the CSV file format that can be opened in Excel.*

2. Click the Import button towards the bottom right corner of the page.

Field References

Import Type

Import Type: Choose whether to import your Tax State, Tax Postal Codes, or Tax Country settings.

Advanced Tax Options

Use the options that will work with Microsoft Excel: Check this option if you plan on using the standard CSV (comma separated values) format for your import file. This is recommended.

Delimiter: Select the delimiter to separate fields and values in the imported file. Only use this option if you know what you're doing.

Text Qualifier: Select the text qualifier that encloses values in your text file. When Excel encounters the text qualifier character, all of the text that follows that character and precedes the next occurrence of that character is exported as one value, even if the text contains a delimiter character. You will typically

want to use quotes as a text qualifier if you use Excel to view or edit the imported file. Only use this option if you know what you're doing.

Import Tax File

Import File Name: Specify the file that you would like to import.

Configure Shipping Settings

SEO-Cart supports live shipping merchants through UPS, FedEx, DHL, and USPS. You can also configure manual shipping and flat rate shipping.

1. Select Configure->Shipping Settings under the SEO-Cart left navigation menu.

2. Choose the shipping merchant that you would like to use from the Shipping Merchant drop down menu.

   - *Note: You can fill out information in the Additional Information box to display important information regarding shipping to your customers. Typically you can use the Additional Information to display times during the week when shipments are made, if shipping is sent on weekends, or any other additional information regarding shipping.*

   - *Note: You can only enable 1 domestic shipping merchant at a time for your website. The only shipping merchant that can be enabled along with FedEx, UPS, or DHL is USPS.*

3. Configure your settings for the shipping merchant.

4. Click the Update button towards the bottom right corner of the page.

Field References

World Wide Express (DHL) Shipping Merchant

Enable WWX shipping merchant: Enable this option to use World Wide Express (DHL) as your primary shipping merchant.

WWX Merchant URL: URL to request shipping rates from, typically this value should be set to: http://www.wwexship.com/rates/GetRates.jsp

WWX Merchant ID: Your merchant ID is provided to you from WWX after creating your account.

Source Postal Code: Enter the postal code that you will be sending shipments from. This field is used to help calculate shipping rates for your customers.

UPS Shipping Merchant

Enable UPS shipping merchant: Enable this option to use UPS as your primary shipping merchant.

Register UPS Account: If you need to sign up for a new UPS account or register your current account in to SEO-Cart, check the Register UPS Account checkbox and click the UPS Online Tools Registration Wizard link.

UPS Username: Enter your UPS username. If you do not have a UPS username, click on the "Sign up for a new UPS account" link or visit ups.com and register your new account.

UPS Password: Enter your UPS password. If you do not have a UPS password, click on the "Sign up for a new UPS account" link or visit ups.com and register your new account.

UPS Access Key: Enter your UPS access key. If you do not have a UPS account to enter your access key, click on the "Sign up for a new UPS account" link. If you do have a UPS account, go to ups.com and login to your account. Once logged in, go to Support->Technology Support->UPS Developer Kit and Request an access key.

UPS Account Number: Enter your UPS account number. If you do not have a UPS account number, click on the "Sign up for a new UPS account" link or visit ups.com and register your new account.

Source Postal Code: Enter the postal code that you will be sending shipments from. This field is used to help calculate shipping rates for your customers.

Enable UPS international shipping: Check the International Shipping checkbox if you would like to allow UPS international shipments to be made on your website.

Saturday Delivery: Check the Enable Saturday Delivery checkbox if you would like to offer UPS Saturday Delivery shipments to your customers.

Time In Transit: Check the Enable Time In Transit checkout if you would like to display to your customers the estimated shipping date that they should expect to have their package if they decide to place their order. Once enabled, you can specify the latest maximum time a package will be shipped when an order is made (excludes weekends and holidays).

Print Shipping Label: Check the Print Shipping Label checkbox if you would like to be able to generate and print UPS shipping labels directly within SEO-Cart. Once a shipping label is created, the tracking number for the order can be sent to the customer so that he/she can track their package. IMPORTANT NOTE: You must be certified by UPS to use this feature. To get certified, enable the Print Shipping Label checkbox under your UPS Settings and click the "UPS Ship API Certification Suite" link and follow the instructions on the page.

Label Format: Choose the label format you would like to print for your labels. Any International labels that are printed will automatically print as GIF format because of the customs forms.

Declared Value: Check the Enable Declared Value checkbox if you would like to automatically include an insurance value for your products that you ship to your customers. The insurance value will automatically be set as the product sale price.

Delivery Confirmation: Check the Enable Delivery Confirmation checkbox to enable signature confirmation options for your products that you ship to your customers.

Customer Type: Select your customer type, Residential or Commercial. If you would like your customers to choose if their shipping destination is Residential or Commercial then set your customer type to 'Allow Customer to Select'. If you would like to have UPS determine the customer type, enable the 'Allow UPS to determine' option. If allowing UPS to determine the customer type, then you must obtain API access by clicking the UPS Street Level Address Validation Certification Suite link and continuing.

UPS Account Type: Select your account type that you wish to have with UPS, Daily Pickup, Occasional Pickup, or Suggested Retail Rate (UPS Store).

Exclude Shipping: Enable this option if you would like to exclude items from automated shipping calculation through UPS. If turned on, you will see a checkbox to disable a product from shipping calculation when modifying or creating a new product.

Exclude shipping calculation text: Enter text displayed to the customer on checkout and order email receipt if they purchase a product in their shopping cart that is excluded from shipping calculation. Typically, you will let the customer know you will contact them after their order is placed with additional shipping charges.

Quantity Exclude Shipping: Enable this option if you would like to exclude items from automated shipping calculation through UPS if a specified quantity of an item is purchased. If turned on, you will see an option to enable quantity exclude shipping when modifying or creating a new product.

Quantity exclude shipping calculation text: Enter text displayed to the customer if quantity exclude shipping is turned on and they purchase a product where the quantity exclude shipping conditions are met.

Allow Errors: Enable this option if you would like the customer to still be able to place an order even if the shipping merchant returns an error on the rate request response. If enabled, you can display the "Error exception text" to the customer as long as no valid rates are returned. Errors include but are not limited to 'Package weight exceeds limit', 'Number of packages exceeds limit','Invalid postal code', etc.

Error exception text: Enter text displayed to the customer during checkout if 'Allow Errors' is turned on and the shipping merchant returns a calculation error and no rates are returned from other shipping merchants.

FedEx Shipping Merchant

Note: If you wish to use FedEx as a shipping merchant and do not current have a FedEx account, you must first sign up for a new FedEx account and then sign up for a new FedEx developer account to obtain production access.

Enable FEDEX shipping merchant: Enable this option to use FedEx as your primary shipping merchant.

FedEx Authentication Key: Enter your FedEx production authentication key that was emailed to you after you successfully request production access from your FedEx developer account.

FedEx Password: Enter your FedEx production password that was emailed to you after you successfully request production access from your FedEx developer account.

FedEx Account Number: Enter your account number that was provided to you by FedEx.

FedEx Meter Number: Enter your FedEx production meter number that was emailed to you after you successfully request production access from your FedEx developer account.

Source Postal Code: Enter the postal code that you will be sending shipments from. This field is used to help calculate shipping rates for your customers.

Enable FedEx international shipping: Check the International shipping checkbox if you would like to allow FedEx International shipments to be made on your website.

Customer Type: Select your customer type, Residential or Commercial.

Print Shipping Label: Enable FedEx print shipping label / tracking number notification. A shipping label can be created when using the FedEx shipping label feature when viewing an order under the "Reviewed Orders" section. Once a shipping label has been created, a tracking number will automatically be emailed to the customer's email address.

Default Format Type: Choose the default format type to use when printing your FedEx shipping labels. Note that this can be modified directly when printing a shipping label for an order.

Signature Option: Choose the default signature option to use when printing your FedEx shipping labels. Note that this can be modified directly when printing a shipping label for an order.

Drop Off Type: Select the drop off type for how you intend to get your packages to FedEx for delivery.

Pay Type: Choose the Pay Type to use when printing your FedEx shipping label.

Test Mode: Enable FedEx test mode

USPS Shipping Merchant

Note: You may enable the USPS shipping merchant along with FedEx, UPS, or DHL shipping merchants.

Note: If you do not have a USPS account and would like to sign up with one, click the Sign Up for a USPS Account link.

Enable USPS shipping merchant: Enable this option to use USPS as your primary or secondary shipping merchant. USPS is the only shipping merchant that can be enabled with a primary shipping merchant already enabled.
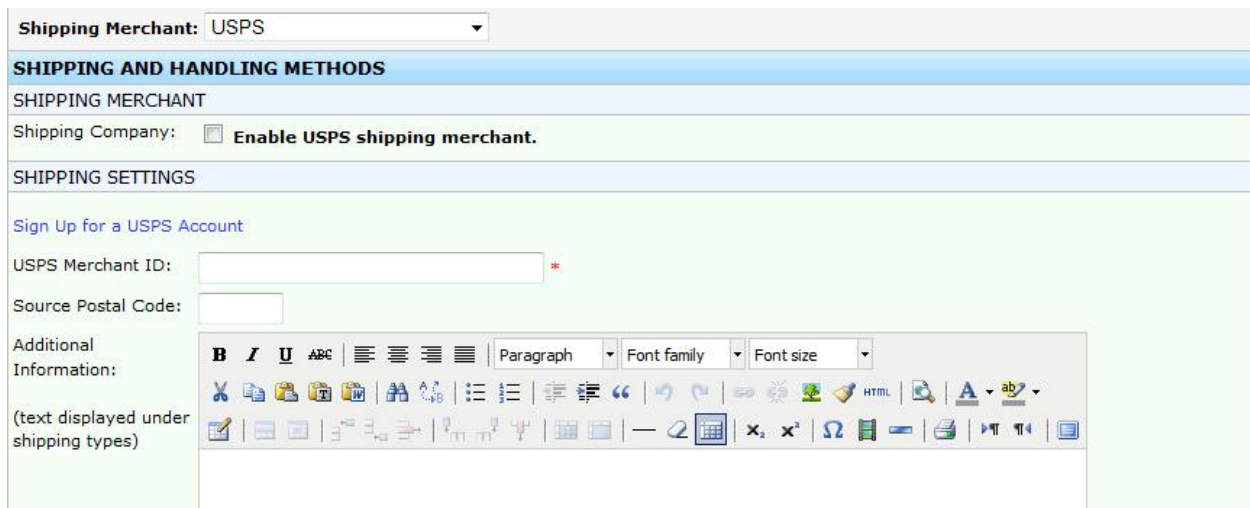
USPS Merchant ID: Enter your merchant ID provided to you by USPS.

Source Postal Code: Enter the postal code that you will be sending shipments from. This field is used to help calculate shipping rates for your customers.

International Shipping: Check the Enable USPS international shipping checkbox if you would like to allow USPS International shipments to be made on your website.

Declared Value: Check the Enable Declared Value checkbox if you would like to automatically include an insurance value for your products that you ship to your customers. The insurance value for USPS will automatically be set depending on the customer's subtotal of their shopping cart and will likely increase the cost to ship the package.

Delivery Confirmation: Check the Enable Delivery Confirmation checkbox to enable signature confirmation options for your products that you ship to your customers.

Product Level Flat Rate Shipping

Note: Product level flat rate shipping can be enabled while other shipping merchants are enabled.

Enable PRODUCT FLATRATE shipping merchant: Enable this option to use specified product level flat rate shipping costs for your shipping methods offered to your customers. Once enabled, you will have the ability to set a product's shipping cost by hand when modifying or creating a product.

Flat Rate Shipping

Note: You can only enable Flat Rate shipping when other shipping merchants are disabled.

Enable FLATRATE shipping merchant: Enable this option to use flat rate costs for your shipping methods. This option cannot be enabled while a primary shipping merchant is enabled.

Enable International Shipping: Check the International Shipping checkbox and fill out the international shipping information if you want to offer International shipping for a flat-rate.

International Shipping Method Name: Enter the shipping method name that you will be using to send your international shipments.

International Shipping Method Price: Enter the flat-rate price that you would like to charge for international shipping.

Domestic Shipping Method Name: Enter the shipping method name that you will be using to send your shipments made within the United States, or your domestic country.

Domestic Shipping Method Price: Enter the flat-rate price that you would like to charge for domestic shipping.

Manually Process Shipments

Note: Manually processing your shipments will allow you to calculate shipping costs for orders after they are made on your website. When this method is enabled, the shipping price displays Will Call to the customer when they are placing an order on your website.*

Note: You can only enable Manual Shipping when other shipping merchants are disabled.

Enable MANUAL shipping merchant: Enable this option to manually process shipping for your orders. Manually processing your shipping will allow you to calculate shipping costs for orders after they are made on your website.

Default Shipping Method: Enter the default shipping method that you would like to display to your customers when purchasing from your website.

Shipping Cost Text: Enter the default shipping cost text that you would like to display to your customers when purchasing from your website. This will be displayed to the customer in their order next to the default shipping name. Default value: Will Call.

Enable International Shipping: Check the Enable International Shipping checkbox if you want to offer International shipping on your website.

Hide (without shipping) text next to total on shopping cart checkout pages: Check the Hide (without shipping) text next to total on shopping cart checkout pages checkbox if you do not want the "(without shipping)" text to be displayed to the customer while they are placing their order. It is still important to let the customer know there will be shipping charges calculated after the order is placed.

Disable Shipping

Enable DISABLED shipping merchant: Enable this option if your products are not considered "shippable". This is usually the case if you sell digital download products or other non-tangible items.

Miscellaneous Settings

Additional Information: Enter custom text that you would like to be displayed to your customers under the available shipping methods.

Custom Shipping Options

Disable shipping service: Check this option if you would like to disable the specified shipping method.

Disable/Enable service plan for orders between $X and $Y: Check this option if you would like the specified shipping method to be enabled or disabled for orders between a certain amount.

Increase shipping price for the service plan by X% (percentage): Check this option if you would like to increase the price generated by the merchant by a certain percentage.

Shipping Countries

Ship to all available countries: Choose this option if you would like to ship to all available countries offered by your shipping merchant. If using the 'Manually process shipping' or 'Flat rate shipping' feature, a generic country list is used. Please contact SEO-Cart support if you would like a generic country to be added to this list.

Ship only to selected countries: Choose this option if you would like to specify which available countries to ship to.

Excluded Countries: List of countries that you do not want to ship to.

Included Countries: List of countries that you want to ship to.

Handling Settings

Include Handling Fee for each order to be shipped: Enable this option if you would like to charge an additional handling fee for orders placed on your website. The handling fee will automatically be added to the customer's shipping fee.

Handling Fee: If handling is enabled, enter the handling fee that you would like to charge your customers. The handling fee will automatically be added to the customer's shipping fee.

Configure Order Page Settings

SEO-Cart allows you to customize your checkout order pages on your website to your liking. Change colors, additional text, and other various settings on your checkout page.

1. Select Configure->Order Page Settings under the SEO-Cart left navigation menu.

2. Configure various options pertaining to your order page settings.

3. Click the Update button towards the bottom right corner of the page.

Field References

Order Settings

Primary Color 1: Optionally set the hexadecimal color code for the primary color 1 for your checkout page on your website.

Primary Color 2: Optionally set the hexadecimal color code for the primary color 2 for your checkout page on your website.

Allow Shopping Cart Remove All: Set this option to yes if you would like your customers to have the option of clearing their entire shopping cart contents. Once enabled, a "Remove All" link will be added to your shopping cart page.

Order Comments: Select if you would like to accept comments from your customers when purchasing from your website.

Telephone Formatting: Set this option to yes if you would like to automatically format customer telephone numbers using the following format: (123) 456-7890

Accept Evening Phone: Set this option to yes if you would like to accept an evening telephone field for your checkout page on your website.

Accept Cell Phone: Set this option to yes if you would like to accept a cell phone number field for your checkout page on your website.

Accept Company Name: Set this option to yes if you would like to accept a company name field for your checkout page on your website.

Accept Mailing List: Set this option to yes if you would like for customers who purchase from your website to be able to sign up for your mailing list.

Upsell Related Products on shopping cart page: Enable this option if you would like to upsell related products for your customers to purchase from the shopping cart page on your website.

Display product thumbnail on shopping cart pages: Enable this option if you would like to display the product thumbnail images on your shopping cart pages (cart, verify checkout, order receipt). The size of the image displayed will be the size set for your product thumbnail image dimensions.

Disable alternate shipping address on quick checkout: Enable this option if you would like to restrict your customers from being able to specify an alternate shipping address (different from their billing address) when using the Quick Checkout feature when making a purchase.

Display quick checkout at the top of the page, above customer login / new account sections: Enable this option to display the Quick Checkout button at the top of the page, above customer login / new account sections. This only applies if you allow new customer accounts to be registered.

Terms and Conditions

Terms Display Location: Select where you would like to display your ordering terms and conditions to your customers. Display them on your shopping cart page, customer checkout page, both, or do not display any at all.

Terms Override: Enable this option to use your own terms and security text (definition) to display to the customer rather than using the default text.
Example override text: By continuing, I agree to the terms and conditions

Special Instructions

Shopping Cart (Step 1) Header Text: Optionally enter additional text to display to your customers on your shopping cart (step 1) page header above the item listing table.

Shopping Cart (Step 1) Footer Text: Optionally enter additional text to display to your customers on your shopping cart (step 1) page footer.

Shipping Calculator Comment: Optionally enter additional text to display to your customers under the shipping calculator from your shopping cart page on your website.

Special Billing Instructions Text: Optionally enter additional text to display to your customers under the billing information section on your shopping cart checkout page.

Custom Text Verify Login Page Existing Customer Information: Optionally enter additional information to display to the customer above the existing customer form on the verify login page.

Custom Text Verify Login Page New Account Information: Optionally enter additional information to display to the customer above the new account form on the verify login page.

Custom Text Verify Login Quick Checkout Information: Optionally enter additional information to display to the customer above the quick checkout button on the verify login page.

Custom Text Checkout Page Information: Optionally enter additional information to display to the customer at the top of the checkout page.

Custom Text Verify Checkout Page Information: Optionally enter additional information to display to the customer in the header of the verify checkout page.

Custom Footer Text Verify Checkout Page Information: Optionally enter additional information to display to the customer in the footer of the verify checkout page.

Billing Full Name Text: Optionally enter additional information to display to the customer after the billing full name input field.

Billing Company Name Text: Optionally enter additional information to display to the customer after the billing company name input field.

Billing Street Address Text: Optionally enter additional information to display to the customer after the billing street address input field.

Billing Street Address 2 Text: Optionally enter additional information to display to the customer after the billing street address 2 input field.

Billing City Text: Optionally enter additional information to display to the customer after the billing city input field.

Billing State Text: Optionally enter additional information to display to the customer after the billing state input field.

Billing Country Text: Optionally enter additional information to display to the customer after the billing country input field.

Billing Postal Code Text: Optionally enter additional information to display to the customer after the billing postal code input field.

Billing Telephone Text: Optionally enter additional information to display to the customer after the billing telephone input field.

Billing Email Text: Optionally enter additional information to display to the customer after the billing email input field.

Shipping Full Name Text: Optionally enter additional information to display to the customer after the shipping full name input field.

Shipping Company Name Text: Optionally enter additional information to display to the customer after the shipping company name input field.

Shipping Street Address Text: Optionally enter additional information to display to the customer after the shipping street address input field.

Shipping Street Address 2 Text: Optionally enter additional information to display to the customer after the shipping street address 2 input field.

Shipping City Text: Optionally enter additional information to display to the customer after the shipping city input field.

Shipping State Text: Optionally enter additional information to display to the customer after the shipping state input field.

Shipping Country Text: Optionally enter additional information to display to the customer after the billing country input field.

Shipping Postal Code Text: Optionally enter additional information to display to the customer after the shipping postal code input field.

Shipping Telephone Text: Optionally enter additional information to display to the customer after the shipping telephone input field.

Order Print Settings

Display business mailing address on packing slip: Enable the Display business mailing address on packing slip checkbox if you want to display your mailing address when printing the packing slip. The mailing address information can be set at SEO-Cart->Configure->Store Settings.

Packing Slip Footer: Optionally enter additional information to display at the bottom of the printed packing slip page.

Print Order Invoice Header: Enter any additional text/html to be displayed in the header when printing order invoices.

Print Order Invoice Footer: Enter any additional text/html to be displayed in the footer when printing order invoices.

Display credit card number in printed order information: Enable this option to display the full credit card number when printing orders within SEO-Cart. If this option is left enabled, be sure to store printed orders in an extremely secure location or shred them after you are done using them.

Display product image(s) when printing order information: Enable this option to display product image thumbnails when printing orders within SEO-Cart.

Display product description when printing order information: Enable this option to display the product description (text only) when printing orders within SEO-Cart.

Display product brand when printing order information: Enable this option to display the product brand text when printing orders within SEO-Cart.

View Order Copy/Paste

Company Name: Enable this option to display the company name when using the copy icon feature when viewing the billing or shipping information within an order.

Full Name: Enable this option to display the customer's full name name when using the copy icon feature when viewing the billing or shipping information within an order.

Telephone: Enable this option to display the customer's telephone number when using the copy icon feature when viewing the billing or shipping information within an order.

Street Address: Enable this option to display the customer's street address when using the copy icon feature when viewing the billing or shipping information within an order.

City: Enable this option to display the customer's city when using the copy icon feature when viewing the billing or shipping information within an order.

State: Enable this option to display the customer's state when using the copy icon feature when viewing the billing or shipping information within an order.

Postal Code: Enable this option to display the customer's postal code when using the copy icon feature when viewing the billing or shipping information within an order.

Country: Enable this option to display the customer's country when using the copy icon feature when viewing the billing or shipping information within an order.

Email: Enable this option to display the customer's email address when using the copy icon feature when viewing the billing or shipping information within an order.

Weight: Enable this option to display the order weight when using the copy icon feature when viewing the billing or shipping information within an order.

Order Results Settings

Thank you Header: Optionally enter additional text to display to your customers on the order receipt page header on your website once a purchase has been completed.

Thank you Footer: Optionally enter additional text to display to your customers on the order receipt page footer on your website once a purchase has been completed.

Order E-mail Settings

Order E-mail From Address: Enter the email address that you would like to send from for your order email receipt to your customers who purchase from your website.

Order E-mail From Name: Enter the e-mail name that you would like to send from for your order email receipt to your customers who purchase from your website.

Order E-mail Subject: Enter the e-mail subject that you would like to send from for your order email receipt to your customers who purchase from your website. Optionally use dynamic keywords for the e-mail subject

Order Invoice Text: Customize the invoice text displayed in the customer's order email receipt. Optionally use dynamic keywords for the order invoice information.

AUTO_GENERATED_ORDER_INVOICE_NUMBER: Dynamic keyword to place the order invoice number in the order e-mail subject or order invoice text.

AUTO_GENERATED_ORDER_FIRST_NAME: Dynamic keyword to place the customer's first name in the order e-mail subject or order invoice text.

AUTO_GENERATED_ORDER_LAST_NAME: Dynamic keyword to place the customer's last name in the order e-mail subject or order invoice text.

AUTO_GENERATED_ORDER_CARD_TYPE: Dynamic keyword to place the customer's credit card type (Visa, Mastercard, etc) in the order e-mail subject or order invoice text.

AUTO_GENERATED_ORDER_SHIPPING_METHOD: Dynamic keyword to place the customer's shipping method in the order e-mail subject or order invoice text.

AUTO_GENERATED_ORDER_TOTAL: Dynamic keyword to place the order total in the order e-mail subject or order invoice text.

Order E-mail Header: Optionally enter additional text to display to your customers on the order e-mail receipt header.

Order E-mail Footer: Optionally enter additional text to display to your customers on the order e-mail receipt footer.

Order Conversion Tracking

Enable Google Analytics E-commerce Conversion Tracking: Enable this option if you would like to enable ecommerce conversion tracking with your Google Analytics account. You must turn e-commerce on within your Google Analytics account settings for your domain.

Google Analytics Web Property Id: Enter the Google Analytics web property id for the domain you wish to track.

Enable PriceGrabber Conversion Tracking: Enable this option if you would like to enable ecommerce conversion tracking with your PriceGrabber account.

PriceGrabber Retailer ID: Enter the PriceGrabber Retailer id for the domain you wish to track. This ID can be obtained within your PriceGrabber account.

Enable Custom HTML Tracking: Enable this option to insert custom HTML tracking code on to your order receipt page. Set a custom header, custom product repeating area, and custom footer using dynamic keywords for your custom tracking codes.

User Input Settings

User Input Order Checkbox Fields: Add user input order checkboxes if you would like to ask a question to customers ordering from your website in the form of a checkbox. When making a purchase, the customer can optionally check the checkbox.

Order Checkout Constraints

Disable checkout for orders under: If you would like to completely disable the order process for orders under a certain amount, enable this option and set your minimum value amount.

Disable checkout for orders over: If you would like to completely disable the order process for orders over a certain amount, enable this option and set your maximum value amount.

Order Constraint Text: Enter the text you would like to display to the customer if they reach the minimum or maximum order value amount.

Confirmation Email Settings

Send customer e-mail confirmation when their order is marked as Preorder: Enable this option if you would like an automatic notification email sent to the customer when their order status is changed to Preorder.

Preorder Confirmation Subject: Enter the email subject to use for the email notification sent to the customer when their order status is changed to Preorder.

Preorder Confirmation Header: Enter the email header text to use for the email notification sent to the customer when their order status is changed to Preorder. The invoice number, order comments,

purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Preorder Confirmation Footer: Enter the email footer text to use for the email notification sent to the customer when their order status is changed to Preorder. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Send customer e-mail confirmation when their order is marked as On Hold: Enable this option if you would like an automatic notification email sent to the customer when their order status is changed to On Hold.

On Hold Confirmation Subject: Enter the email subject to use for the email notification sent to the customer when their order status is changed to On Hold.

On Hold Confirmation Header: Enter the email header text to use for the email notification sent to the customer when their order status is changed to On Hold. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

On Hold Confirmation Footer: Enter the email footer text to use for the email notification sent to the customer when their order status is changed to On Hold. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Send customer e-mail confirmation when their order is marked as Processed: Enable this option if you would like an automatic notification email sent to the customer when their order status is changed to Processed.

Processed Confirmation Subject: Enter the email subject to use for the email notification sent to the customer when their order status is changed to Processed.

Processed Confirmation Header: Enter the email header text to use for the email notification sent to the customer when their order status is changed to Processed. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Processed Confirmation Footer: Enter the email footer text to use for the email notification sent to the customer when their order status is changed to Processed. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Send customer e-mail confirmation when their order is marked as Shipped: Enable this option if you would like an automatic notification email sent to the customer when their order status is changed to Shipped.

Shipped Confirmation Subject: Enter the email subject to use for the email notification sent to the customer when their order status is changed to Shipped.

Shipped Confirmation Header: Enter the email header text to use for the email notification sent to the customer when their order status is changed to Shipped. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Shipped Confirmation Footer: Enter the email footer text to use for the email notification sent to the customer when their order status is changed to Shipped. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Send customer e-mail confirmation when their order is marked as Cancelled: Enable this option if you would like an automatic notification email sent to the customer when their order status is changed to Cancelled.

Cancelled Confirmation Subject: Enter the email subject to use for the email notification sent to the customer when their order status is changed to Cancelled.

Cancelled Confirmation Header: Enter the email header text to use for the email notification sent to the customer when their order status is changed to Cancelled. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

Cancelled Confirmation Footer: Enter the email footer text to use for the email notification sent to the customer when their order status is changed to Cancelled. The invoice number, order comments, purchased product information, and order amounts will also be included in the automatic email sent to the customer.

AUTO_GENERATED_ORDER_INVOICE_NUMBER: Dynamic keyword to place the order invoice number. This can be used in the confirmation subject, header, or footer text.

AUTO_GENERATED_ORDER_FIRST_NAME: Dynamic keyword to place the customer's first name. This can be used in the confirmation subject, header, or footer text.

AUTO_GENERATED_ORDER_LAST_NAME: Dynamic keyword to place the customer's last name. This can be used in the confirmation subject, header, or footer text.

AUTO_GENERATED_ORDER_CARD_TYPE: Dynamic keyword to place the order credit card type (Visa, Mastercard, Discover, etc). This can be used in the confirmation subject, header, or footer text.

AUTO_GENERATED_ORDER_SHIPPING_METHOD: Dynamic keyword to place the order's shipping method. This can be used in the confirmation subject, header, or footer text.

AUTO_GENERATED_ORDER_TOTAL: Dynamic keyword to place the order total. This can be used in the confirmation subject, header, or footer text.

Custom Settings

Shopping Cart Header Text: Enter the text to be displayed at the top of the view shopping cart page on your website. Default value: Your Cart

Cart Checkout Header Text: Enter the text to be displayed at the top of the cart checkout page on your website. Default value: Checkout

Verify Checkout Header Text: Enter the text to be displayed at the top of the verify checkout page on your website. Default value: Please Review Your Order

Order Results Header Text: Enter the text to be displayed at the top of the order receipt page on your website. Default value: Your Receipt

Continue Shopping Button: Select your own image, a premade image, or custom button text for the Continue Shopping button on your website.

Proceed To Checkout Button: Select your own image, a premade image, or custom button text for the Proceed To Checkout button on your website.

Verify Checkout Button: Select your own image, a premade image, or custom button text for the Verify Checkout button on your website.

Checkout Button: Select your own image, a premade image, or custom button text for the Checkout button on your website.

Configure Main Website Template Settings

SEO-Cart allows you to have a completely custom website by allowing dynamic keywords to be plugged in to custom HTML. Update your website template by pasting your main template HTML code with embedded dynamic content keywords.

1. Select Configure->Website Template under the SEO-Cart left navigation menu.

2. Copy your website template HTML in to the template HTML box on the page.

    - *Note: Make sure to use the dynamic content keywords with in your custom HTML to place SEO-Cart's dynamically generated data within your website template.*

```
MAIN WEBSITE TEMPLATE HTML
SETTINGS
Please create/update your main website template HTML below:
********************************/
include("/home/lonestar/public_html/include/vars.php");
include("{$include_path}include.php");
?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1
/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<!-- TemplateBeginEditable name="doctitle" -->
<title>AUTO_GENERATED_META_TITLE</title>
<meta name="description" content="AUTO_GENERATED_META_DESC" />
<meta name="keywords" content="AUTO_GENERATED_META_KEYWORDS" />
<meta name="author" content="Lone Star Impressions - Designer: Joe Rozzi, http://www.cirkuit.net" />
<!-- TemplateEndEditable -->
<link rel="stylesheet" type="text/css" href="http://www.demo.seo-cart.com/style.css"
media="screen,projection" />
<!-- TemplateBeginEditable name="head" --><!-- TemplateEndEditable -->
</head>
<body>
<div id="main">
<!-- ##### Header ##### -->
<div id="header_wrapper">
<div id="breadcrumbs"><a href="http://www.demo.seo-cart.com/index.html">Home</a> | <a
href="http://www.demo.seo-cart.com/contact.html">Contact</a> | <a href="https://www.demo.seo-
cart.com/cart.php">View Cart</a> | <a href="https://www.demo.seo-cart.com/track.php">Track Order</a>
```
Dynamic Content Keywords:
AUTO_GENERATED_META_TITLE
AUTO_GENERATED_META_KEYWORDS
AUTO_GENERATED_META_DESC

AUTO_GENERATED_STORE_DATA - put this alias in place of where your actual store html will go

3.   Click the Update button towards the bottom right corner of the page.

Field References

Dynamic Content Keywords

AUTO GENERATED META TITLE: Dynamic keyword to place an automatically generated page title for a category, subcategory, and product pages.

AUTO GENERATED META KEYWORDS: Dynamic keyword to place automatically generated meta-keywords for a category, subcategory, and product pages.

AUTO GENERATED META DESC: Dynamic keyword to place an automatically generated meta-description for a category, subcategory, and product pages.

AUTO GENERATED HEAD DATA: Dynamic keyword to place automatically generated data within the head section of your HTML code. This data is for advanced users and primarily inserts custom javascript and CSS in to the DOM.

AUTO GENERATED STORE DATA: Dynamic keyword to place automatically generated store HTML for your category, subcategory, and product pages.
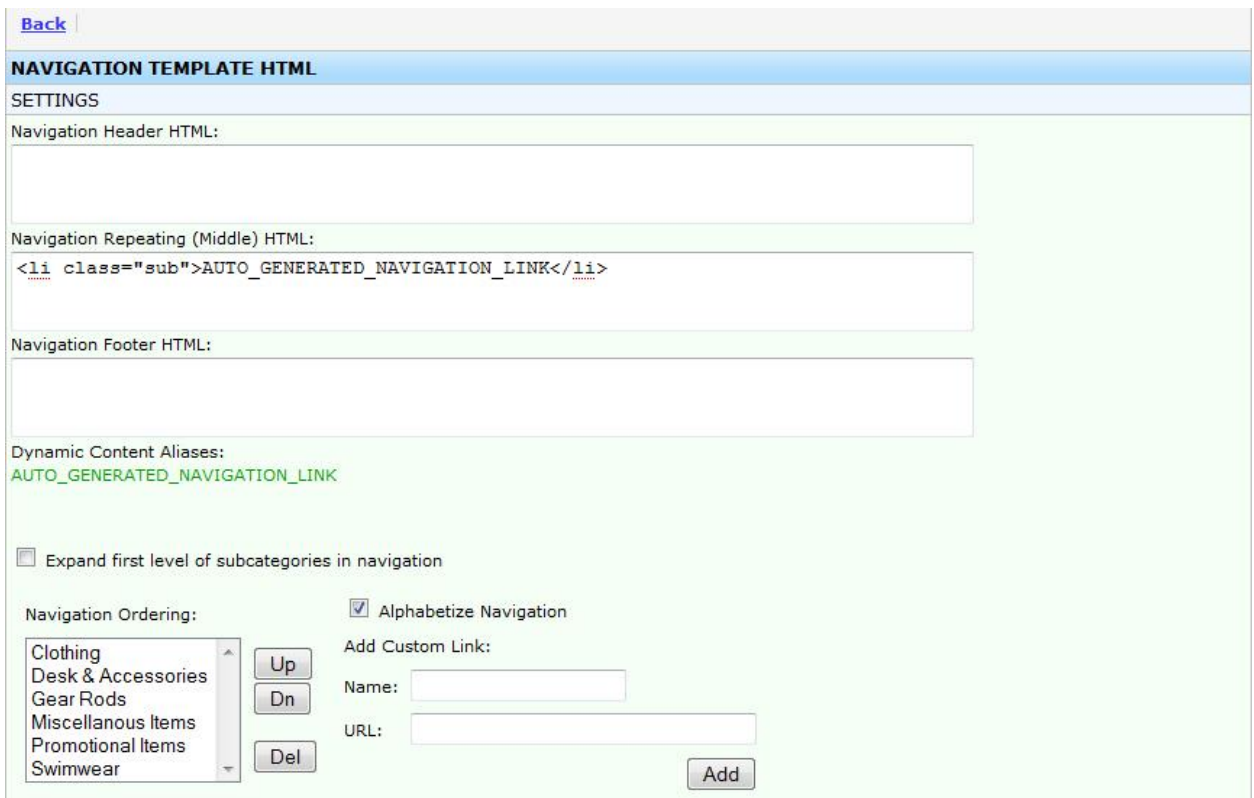
Configure Website Navigation Template Settings

Configure the way your store navigation looks and operates on your website.

1. Select Configure->Website Template under the SEO-Cart left navigation menu.

2. Click the Navigation Template link towards the top of the page.
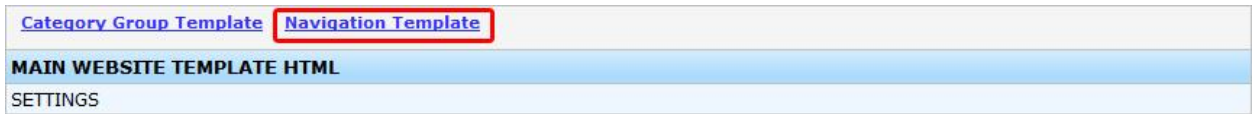
3. Review the information below to configure your website navigation.

4. Click the Update button towards the bottom right corner of the page.

Field References

Settings

Navigation Header HTML: Enter the header HTML that is printed for your navigation. This HTML code will be printed once at the top when your navigation code starts.
*Example: *

Navigation Repeating (Middle) HTML: Enter the repeating HTML for your navigation. This HTML code will be printed for each navigation link for your store.
*Example: AUTO_GENERATED_NAVIGATION_LINK
*

Navigation Footer HTML: Enter the footer HTML that is printed for your navigation. This HTML code will be printed once at the bottom when your navigation code ends.
*Example: *

AUTO_GENERATED_NAVIGATION_LINK: Dynamic keyword to place the navigation link, including anchor tags. This dynamic keyword should be used in the Navigation Repeating (Middle) HTML.

Expand first level of subcategories in navigation: Enable this option if you would like to expand the first level of your categories in your dynamic navigation.

Navigation Ordering: View and sort the available links for your dynamic navigation.

Alphabetize Navigation: Enable this option if you would like to automatically keep your navigation alphabetically sorted.

Add Custom Link: Optionally add custom static links within your dynamic navigation.
Name: Enter the name of the custom link you would like added to your navigation.
URL: Enter the full URL of the custom link you would like added to your navigation.

Configure Category Template Settings
Configure the look and feel of the main category pages of your website. Choose different template layouts, colors, and other various preferences for your category template settings.

1. Select Configure->Category Template under the SEO-Cart left navigation menu.

2. Review the information below to configure your category template settings.

3. Click the Update button towards the bottom right corner of the page.

Field References

Breadcrumb Settings

Do not italicize product name in breadcrumbs: By default, the product name in the breadcrumbs for your website is italicized. Enable this setting if you do not want to italicize the product name in the breadcrumbs.

Do not display Home link in breadcrumbs: By default, a Home link is inserted in to the beginning of your breadcrumbs so viewers can click on it to return to your website's homepage. Enable this setting if you do not want to display the Home link in the breadcrumbs.

Page Title Settings

Display default category page title: Enable this setting if you would like SEO-Cart to automatically generate your category page titles.
Note: You can still override a category's default page title by modifying the category and typing in your own title.

Display custom page title with dynamic variables: Enable this setting if you would like to customize your category page titles.

Custom Category Page Title: When customizing your category page title tags, enter the text that you would like to use with dynamic keywords to set the default category page title tag.
Example: AUTO_GENERATED_CATEGORY_TITLE - Your Store Name

Dynamic Keywords

AUTO_GENERATED_CATEGORY_TITLE: Dynamic keyword to place the default title tag in your custom category page title that is automatically generated by SEO-Cart. It is recommended that you use this dynamic keyword.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place the category name in your custom category page title.

Layout Settings

Select from the available pre-made category template layouts available to you.

Use a Custom Template: Use custom template layout option if you would like to customize your category page template layout using your own HTML and dynamic keywords.

AUTO_GENERATED_CATEGORY_ID: Dynamic keyword to place the internal category id.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place the category name.

AUTO_GENERATED_CATEGORY_IMAGE: Dynamic keyword to place the category image.

AUTO_GENERATED_CATEGORY_HEADER_TEXT: Dynamic keyword to place the category header text (category description).

AUTO_GENERATED_CATEGORY_TABBED_CONTENT: Dynamic keyword to place the tabbed content HTML and javascript on your category page. It is recommended that you use this keyword if you have tabbed content enabled.

AUTO_GENERATED_SUBCATEGORY_ID: Dynamic keyword to place the internal subcategory id. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_SUBCATEGORY_NAME: Dynamic keyword to place the subcategory name. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_CATEGORY_FOLDER_NAME: Dynamic keyword to place the folder name of the category.

AUTO_GENERATED_SUBCATEGORY_DESCRIPTION: Dynamic keyword to place the subcategory description. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_SUBCATEGORY_TITLE: Dynamic keyword to place subcategory meta title text. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_SUBCATEGORY_FORMATTED_NAME: Dynamic keyword to place the subcategory name with font size and color styles wrapped within a span tag. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_SUBCATEGORY_LINK: Dynamic keyword to place the subcategory URL link. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_SUBCATEGORY_IMAGE: Dynamic keyword to place the subcategory image. This keyword should be used in the template subcategory repeating HTML.

AUTO_GENERATED_BREADCRUMBS: Dynamic keyword to place the automatically generated breadcrumbs (including links).

AUTO_GENERATED_CATEGORY_TITLE: Dynamic keyword to place category meta title text.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_1: Dynamic keyword to place category custom field 1. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_2: Dynamic keyword to place category custom field 2. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_3: Dynamic keyword to place category custom field 3. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_4: Dynamic keyword to place category custom field 4. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_SUBCATEGORY_CUSTOM_FIELD_1: Dynamic keyword to place subcategory custom field 1. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used within the Template Subcategory Repeating HTML.

AUTO_GENERATED_SUBCATEGORY_CUSTOM_FIELD_2: Dynamic keyword to place subcategory custom field 2. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used within the Template Subcategory Repeating HTML.

AUTO_GENERATED_SUBCATEGORY_CUSTOM_FIELD_3: Dynamic keyword to place subcategory custom field 3. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used within the Template Subcategory Repeating HTML.

AUTO_GENERATED_SUBCATEGORY_CUSTOM_FIELD_4: Dynamic keyword to place subcategory custom field 4. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used within the Template Subcategory Repeating HTML.

Layout Options

Page Font: Select the page font type that you would like to use for your category pages.

Number of subcategories per row: Enter the number of subcategories that you wish to display per row.

Display product highlights for each category: Enable this option if you would like to display highlighted products on each category page.

Highlighted Product Links Options: Configure your highlighted product link options if you choose to display highlighted products on each category page.

Highlighted Product Underline product link text: Underline the link for the highlighted product name.

Highlighted Product Text Color: Set the hexadecimal text link color for a highlighted product name.

Highlighted Product Text Hover Color: Set the hover hexadecimal text link color for a highlighted product name.

Subcategory Link Options: Configure the display of your subcategory links on your category page.

Subcategory Background Color: Set the hexadecimal color for the background of your subcategory name.

Subcategory Text Color: Set the hexadecimal color for the text link color of your subcategory text.

Subcategory Text Size: Set the font size for your subcategory text.

Make category name text bold: Enable this option to make the subcategory text bold.

Display subcategory name as link: Enable this option to make the subcategory name a URL link. This option is highly recommended.

Horizontal Separator: A horizontal separator is a line between each row of subcategories.

Horizontal Separator Color: Specify the hexadecimal color for the horizontal separator line.

Horizontal Separator Style: Select between various line styles for your horizontal separator.

Vertical Separator: A vertical separator is a link between each subcategory column.

Vertical Separator Color: Specify the hexadecimal color for the vertical separator line.

Vertical Separator Style: Select between various line styles for your vertical separator line.

Configure Subcategory Template Settings

Configure the look and feel of your subcategory pages on your website. Choose different subcategory template layouts, colors, and other various preferences for your subcategory template settings.

1. Select Configure->Subcategory Template under the SEO-Cart left navigation menu.

2. Review the information below to configure your category template settings.

3. Click the Update button towards the bottom right corner of the page.

Field References

Breadcrumb Settings

Do not italicize product name in breadcrumbs: By default, the product name in the breadcrumbs for your website is italicized. Enable this setting if you do not want to italicize the product name in the breadcrumbs.

Do not display Home link in breadcrumbs: By default, a Home link is inserted in to the beginning of your breadcrumbs so viewers can click on it to return to your website's homepage. Enable this setting if you do not want to display the Home link in the breadcrumbs.

Page Title Settings

Display default category page title: Enable this setting if you would like SEO-Cart to automatically generate your subcategory page titles.
Note: You can still override a subcategory's default page title by modifying the subcategory and typing in your own title.

Display custom page title with dynamic variables: Enable this setting if you would like to customize your subcategory page titles.

Custom Category Page Title: When customizing your subcategory page title tags, enter the text that you would like to use with dynamic keywords to set the default subcategory page title tag.
Example: AUTO_GENERATED_CATEGORY_TITLE - Your Store Name

AUTO_GENERATED_CATEGORY_TITLE: Dynamic keyword to place the default title tag in your custom subcategory page title that is automatically generated by SEO-Cart. It is recommended that you use this dynamic keyword.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place the subcategory name in your custom category page title.

Layout Settings

Select from the available pre-made category template layouts available to you.

Use a Custom Template: Use custom template layout option if you would like to customize your category page template layout using your own HTML and dynamic keywords.

AUTO_GENERATED_PRODUCT_ID: Dynamic keyword to place the internal product id. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_SKU_FORMATTED: Dynamic keyword to place the product SKU with prepended SKU text and container. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_SKU: Dynamic keyword to place the product SKU. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_NAME: Dynamic keyword to place the product name. This keyword should be used in the Template Product Repeating HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_LINK: Dynamic keyword to place the product URL. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_DESCRIPTION: Dynamic keyword to place the summary (automatically trimmed to a maximum of 150 characters) of your product description. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_BRIEF_DESCRIPTION: Dynamic keyword to place a brief summary (automatically trimmed to a maximum of 50 characters) of your product description. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_LONG_DESCRIPTION: Dynamic keyword to place the entire product description.

AUTO_GENERATED_PRODUCT_SMALL_IMAGE: Dynamic keyword to place the product thumbnail image (image linked to product page URL). This keyword should be used in the Template Product Repeating HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_LARGE_IMAGE: Dynamic keyword to place the product large image. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_PRICE: Dynamic keyword to place the product price HTML. This keyword should be used in the Template Product Repeating HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_ATTRIBUTE_LIST: Dynamic keyword to place the attribute drop down menus. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_1: Dynamic keyword to place product custom field 1. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_2: Dynamic keyword to place product custom field 2. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_3: Dynamic keyword to place product custom field 3. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_4: Dynamic keyword to place product custom field 4. This keyword is only available if custom fields are turned on in your Store Settings. This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_QUANTITY_INPUT: Dynamic keyword to place the product quantity text input field (default value of 1). This keyword should be used in the Template Product Repeating HTML.

AUTO_GENERATED_PRODUCT_ADD_TO_CART: Dynamic keyword to place the add to cart (buy now) button. This keyword should be used in the Template Product Repeating HTML. It is recommended that you use this keyword.

AUTO_GENERATED_CATEGORY_ID: Dynamic keyword to place the internal subcategory id. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place the subcategory name. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_CATEGORY_IMAGE: Dynamic keyword to place the subcategory image. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_CATEGORY_DESCRIPTION: Dynamic keyword to place the subcategory description text. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_HEADER_TEXT: Dynamic keyword to place the subcategory description text. This keyword should be used in the template header or footer HTML. This keyword is deprecated and AUTO_GENERATED_CATEGORY_DESCRIPTION should be used as a replacement.

AUTO_GENERATED_CATEGORY_TABBED_CONTENT: Dynamic keyword to place the tabbed content HTML and javascript on your category page. It is recommended that you use this keyword if you have tabbed content enabled.

AUTO_GENERATED_PRODUCT_FILTER: Dynamic keyword to place all product filtering options on the subcategory pages, including attribute filter drop down menu, search by price drop down menu, etc. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_ATTRIBUTE_FILTER_LIST: Dynamic keyword to place attribute filter unordered lists HTML on the subcategory pages. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_ATTRIBUTE_FILTER: Dynamic keyword to place attribute filter drop down menu HTML on the subcategory pages. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_SEARCH_BY_PRICE_LIST: Dynamic keyword to place search by price unordered list HTML on the subcategory pages. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_SEARCH_BY_PRICE: Dynamic keyword to place search by price drop down menu HTML on the subcategory pages. This keyword should be used in the template header or footer HTML.

AUTO_GENERATED_PAGE_NUMBERS: Dynamic keyword to place the page number links to view more product results in the subcategory. This keyword should be used in the template header and footer HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_REFERENCE: Dynamic keyword to place a hidden reference to a product. This keyword should be used in the Template Product Repeating HTML. It is required that you use this keyword.

AUTO_GENERATED_BREADCRUMBS: Dynamic keyword to place the automatically generated breadcrumbs (including links).

AUTO_GENERATED_FORM_OPEN: Dynamic keyword to place your opening form HTML tag. This keyword should be used in the Template Product Repeating HTML. It is required that you use this keyword.

AUTO_GENERATED_FORM_CLOSE: Dynamic keyword to place your closing form HTML tag. This keyword should be used in the Template Product Repeating HTML. It is required that you use this keyword.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_1: Dynamic keyword to place category custom field 1. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_2: Dynamic keyword to place category custom field 2. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_3: Dynamic keyword to place category custom field 3. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_4: Dynamic keyword to place category custom field 4. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_PRODUCT_TITLE: Dynamic keyword to place product meta title text.

Maximum Products per Page: Enter the maximum amount of products to show on a subcategory page.

Layout Options

Page Font: Select the page font type that you would like to use for your category pages.

Category Image Settings

Max Width: Specify the maximum width you would like to have for your uploaded category images. SEO-Cart will automatically scale your images according to this value.

Max Height: Specify the maximum height you would like to have for your uploaded category images. SEO-Cart will automatically scale your images according to this value.

Product Image Settings

Draw border around product image: Enable this option if you would like to draw a border around your product images with in your subcategory pages.

Border Color: If drawing a border around your product images, specify the hexadecimal border color that you would like to use.

Product Link Options

Display product name as link: Enable this option to link the product name to the product page URL. It is recommended that this option is enabled for search engine optimization purposes.

Text Under Product Thumbnail Image

Do not display any text below product thumbnail image: Enable this option if you do not wish to display any text under your product thumbnail images.

Text: Enter the custom text that you would like to display under your product thumbnail images. *Example: Click image above for more details.*

Text Size: Select the text size that you would like for your text under your product thumbnail images.

Text Color: Enter the hexadecimal color that you would like for the text under your product thumbnail images.

Text: SKU: <SKU-Number>

Display product SKU: Enable this option to display the your product SKUs on your subcategory pages.

SKU Text: Enter a custom text label for your product SKU text.

Price Settings

Custom Price Text: Enter the label that you would like to use for your product prices.

Price Color: Enter the hexadecimal color that you would like to use for your product prices.

Price Text Size: Select the text size that you would like to use for your product prices. Select N/A if you would like to use your default text size for your website.

Custom Sale Price Text: Enter the label that you would like to use for your product sale prices.

Sale Price Color: Enter the hexadecimal color that you would like to use for your product sale prices.

Sale Price Text Size: Select the text size that you would like to use for your product sale prices. Select N/A if you would like to use your default text size for your website.

Make Price text bold: Enable this option to make all of your pricing text bold.

Horizontal/Vertical Product Separator

Horizontal Separator: A horizontal separator is a line between each product row.

Horizontal Separator Color: Enter the hexadecimal color that you would like to use for your horizontal separator lines.

Horizontal Separator Style: Select between various line styles for your horizontal separator lines.

Vertical Separator: A vertical separator is a line between each product column.

Vertical Separator Color: Enter the hexadecimal color that you would like to use for your vertical separator lines.

Vertical Separator Style: Select between various line styles for your vertical separator lines.

Attribute Settings

Display attribute class name before attribute member list: Enable this option to display the label (class) for your attribute drop down menu.

Enable attribute filtering: Enable this option to display all available attributes in a dropdown menu on the subcategory pages. This allows customers to refine the products that are displayed to them to narrow down what they are looking for.

Display Attribute Product Link as image: If a product has attributes to choose from, a custom image can be displayed in place of the Buy Now button. Select this option to upload a custom image for your Attribute Product Link.

Display Attribute Product Link as text: If a product has attributes to choose from, custom text can be displayed in place of the Buy Now button. Select this option to enter custom text for your Attribute Product Link. Recommended value: View More.

Search By Price

Enable search by price: Enable this option to display the "Search By Price" functionality on your subcategory page template. Once enabled, this will either place a search by price drop down menu on your subcategory page, or allow you to use the AUTO_GENERATED_SEARCH_BY_PRICE_LIST or AUTO_GENERATED_SEARCH_BY_PRICE keywords within your custom subcategory template layout HTML.

Add To Cart Button

Do not display Add to Cart (Buy Now) button on subcategory pages: Enable this option if you do not wish to display an Add to Cart (Buy Now) button for any of the products on your subcategory pages. This option will force people viewing your website to view the product page for an item before adding it to their shopping cart.

Upload Add 2 Cart Button: Select this option to upload your own Add To Cart button.

Select Add 2 Cart Button: Select this option to choose from a list of premade Add To Cart buttons.

Product Image Not Available Image

New Image: Upload a default image to use if a product image is not set.

Configure Product Page Template Settings

Configure the look and feel of your product pages on your website. Choose different product page template layouts, colors, and other various preferences for your product template settings.

1. Select Configure->Product Page Template under the SEO-Cart left navigation menu.

2. Review the information below to configure your product page template settings.

3. Click the Update button towards the bottom right corner of the page.

Field References

Breadcrumb Settings

Display SKU instead of product name in breadcrumbs: Enable this option to display the product SKU at the end of your breadcrumbs on your product pages.

Display product name in breadcrumbs: Enable this option to display the product name at the end of your breadcrumbs on your product pages.

Do not italicize product name in breadcrumbs: By default, the product name in the breadcrumbs for your website is italicized. Enable this setting if you do not want to italicize the product name in the breadcrumbs.

Do not display Home link in breadcrumbs: By default, a Home link is inserted in to the beginning of your breadcrumbs so viewers can click on it to return to your website's homepage. Enable this setting if you do not want to display the Home link in the breadcrumbs.

Page Title Settings

Display breadcrumbs as page title: Enable this setting if you would like to use the breadcrumbs for your product page title tag.

Display only product name as page title: Enable this setting if you would like to use the product name for your product page title tag.

Display custom page title with dynamic variables: Enable this setting if you would like to customize your product page title tags.

Custom Product Page Title: When customizing your product page title tags, enter the text that you would like to use with dynamic keywords to set the default product page title tag.
Example: AUTO_GENERATED_CATEGORY_NAME: AUTO_GENERATED_PRODUCT_NAME

AUTO_GENERATED_PRODUCT_SKU: Dynamic keyword to place the product SKU in your Custom Product Page Title.

AUTO_GENERATED_PRODUCT_NAME: Dynamic keyword to place the product name in your Custom Product Page Title. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_PRICE_NO_TEXT: Dynamic keyword to place the product price in your Custom Product Page Title.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place a product's category name in your Custom Product Page Title.

Layout Settings

Select from the available pre-made product page template layouts available to you.

Use a Custom Template: Use custom template layout option if you would like to customize your product page template layout using your own HTML and dynamic keywords.

AUTO_GENERATED_PRODUCT_ID: Dynamic keyword to place the internal product id.

AUTO_GENERATED_PRODUCT_SKU_FORMATTED: Dynamic keyword to place the product SKU with prepended SKU text and container.

AUTO_GENERATED_PRODUCT_SKU: Dynamic keyword to place the product SKU text.

AUTO_GENERATED_PRODUCT_WEIGHT: Dynamic keyword to place the product weight.

AUTO_GENERATED_PRODUCT_NAME: Dynamic keyword to place the product name. This keyword should be used in the Template Product Repeating HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_SHORT_DESCRIPTION: Dynamic keyword to place a summary of your product description.

AUTO_GENERATED_PRODUCT_DESCRIPTION: Dynamic keyword to place the full product description. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_TABBED_CONTENT: Dynamic keyword to place the tabbed content HTML and javascript on your product page. It is recommended that you use this keyword if you have tabbed content enabled.

AUTO_GENERATED_PRODUCT_SMALL_IMAGE: Dynamic keyword to place the product thumbnail image.

AUTO_GENERATED_PRODUCT_LARGE_IMAGE: Dynamic keyword to place the product large image. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_SMALL_IMAGE_URL: Dynamic keyword to place the product thumbnail image absolute URL.

AUTO_GENERATED_PRODUCT_LARGE_IMAGE_URL: Dynamic keyword to place the product large image absolute URL.

AUTO_GENERATED_PRODUCT_PRICE: Dynamic keyword to place the product price HTML. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_PRICE_NO_TEXT: Dynamic keyword to place the plain product price text (without HTML or currency symbols).

AUTO_GENERATED_PRODUCT_ATTRIBUTE_LIST: Dynamic keyword to place the attribute drop down menus. This keyword should be used in the Template Product Repeating HTML. It is recommended to use this keyword if your products have different attribute options.

AUTO_GENERATED_PRODUCT_ATTRIBUTE_MATRIX: Dynamic keyword to place the attribute matrix HTML.

AUTO_GENERATED_PRODUCT_ADDITIONAL_IMAGES: Dynamic keyword to place the product additional images table HTML. It is recommended to use this keyword.

AUTO_GENERATED_PRODUCT_USER_INPUT: Dynamic keyword to place the user input HTML fields. It is recommended to use this keyword if your products require user input text to be typed in before adding to the shopping cart.

AUTO_GENERATED_PRODUCT_RELATED_PRODUCTS: Dynamic keyword to place the related products HTML. It is recommended to use this keyword.

AUTO_GENERATED_PRODUCT_KEYWORDS: Dynamic keyword to place the product meta keywords HTML.

AUTO_GENERATED_RECURRING_BILLING_USER_INPUT: Dynamic keyword to place the recurring billing user input HTML. This keyword is only available if recurring billing is enabled in your Payment Methods.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_1: Dynamic keyword to place custom field 1. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_2: Dynamic keyword to place custom field 2. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_3: Dynamic keyword to place custom field 3. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_PRODUCT_CUSTOM_FIELD_4: Dynamic keyword to place custom field 4. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_1: Dynamic keyword to place custom field 1. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_2: Dynamic keyword to place custom field 2. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_3: Dynamic keyword to place custom field 3. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_CUSTOM_FIELD_4: Dynamic keyword to place custom field 4. This keyword is only available if custom fields are turned on in your Store Settings.

AUTO_GENERATED_PRODUCT_INSTOCK_NOTIFICATION: Dynamic keyword to place instock notification HTML text link or custom image. This keyword is only available if automatic instock notifications are turned on in your Store Settings.

AUTO_GENERATED_CATEGORY_ID: Dynamic keyword to place the internal category id.

AUTO_GENERATED_CATEGORY_NAME: Dynamic keyword to place the category name.

AUTO_GENERATED_CATEGORY_URL: Dynamic keyword to place the category URL text.

AUTO_GENERATED_BREADCRUMBS: Dynamic keyword to place the automatically generated breadcrumbs (including links).

AUTO_GENERATED_TELL_A_FRIEND: Dynamic keyword to place the tell a friend HTML.

AUTO_GENERATED_BACK_BUTTON: Dynamic keyword to place the back button HTML.

AUTO_GENERATED_PRODUCT_REVIEWS: Dynamic keyword to place the product reviews HTML. It is recommended to use this keyword if the product review system is enabled in your Store Settings.

AUTO_GENERATED_QUANTITY_INPUT: Dynamic keyword to place the product quantity text and input field.

AUTO_GENERATED_PRODUCT_ADD_TO_CART: Dynamic keyword to place the add to cart (buy now) button. It is recommended that you use this keyword.

AUTO_GENERATED_PRODUCT_REFERENCE: Dynamic keyword to place a hidden reference to a product. It is required that you use this keyword.

AUTO_GENERATED_FORM_OPEN: Dynamic keyword to place your opening form HTML tag. It is required that you use this keyword.

AUTO_GENERATED_FORM_CLOSE: Dynamic keyword to place your closing form HTML tag. It is required that you use this keyword.

AUTO_GENERATED_PRODUCT_TITLE: Dynamic keyword to place product meta title text.

AUTO_GENERATED_CATEGORY_TITLE: Dynamic keyword to place category meta title text.

AUTO_GENERATED_PRODUCT_BRAND_IMAGE: Dynamic keyword to place brand image (if exists).

AUTO_GENERATED_PRODUCT_BRAND_NAME: Dynamic keyword to place brand name (if exists).

Layout Options

Page Font: Select the page font type that you would like to use for your category pages.

Back Button

Do not display back button: Enable this option if you do not wish to display a back button on your product page template layout.

Display back button as image: Enable this option if you would like to upload your own image for the back button.

Display back button as text: Enable this option to enter your own custom back button text.

Tell A Friend

Do not display Tell A Friend: Enable this option if you do not wish to display a tell a friend button on your product page template layout.

Display Tell A Friend button as image: Enable this option if you would like to upload your own image for the Tell A Friend button.

Display Tell A Friend as text link: Enable this option to enter your own Tell A Friend button text.

Attribute Settings

Display attribute class name before attribute member list: Enable this option if you would like to display a label (class name) for the drop down attribute list for your product.

Do not have a line break between class name and attribute member list: Enable this option if you would like to have the attribute drop down menu and label class name all on one line.

Make class name bold: Enable this option to make the drop down menu label class name bold.

Do not display attribute price changes in drop down menu: Enable this option to hide any attribute price changes within the drop down menu itself. The updated price will still be displayed to the customer after the attribute is selected if a price change is applicable.

Attribute Options Header Text: Optionally enter in custom text to display above your attribute drop down menu.

Text: SKU: <SKU-Number>

Display product SKU: Enable this option to display the your product SKUs on your product pages.

SKU Text: Enter a custom text label for your product SKU text.

Price Settings

Custom Price Text: Enter the label that you would like to use for your product prices.

Price Color: Enter the hexadecimal color that you would like to use for your product prices.

Price Text Size: Select the text size that you would like to use for your product prices. Select N/A if you would like to use your default text size for your website.

Custom Sale Price Text: Enter the label that you would like to use for your product sale prices.

Sale Price Color: Enter the hexadecimal color that you would like to use for your product sale prices.

Sale Price Text Size: Select the text size that you would like to use for your product sale prices. Select N/A if you would like to use your default text size for your website.

Make Price text bold: Enable this option to make all of your price text HTML bold.

Product Image Settings

Small Product Image: Image size settings for your product thumbnail images.

Small Product Image Max Width: Specify the maximum width you would like to have for your product thumbnail images. SEO-Cart will automatically scale your images according to this value when they are uploaded.

Small Product Image Max Height: Specify the maximum height you would like to have for your product thumbnail images. SEO-Cart will automatically scale your images according to this value when they are uploaded.

Large Product Image: Image size settings for your large product images.

Large Product Image Max Width: Specify the maximum width you would like to have for your product large images. SEO-Cart will automatically scale your images according to this value when they are uploaded.

Large Product Image Max Height: Specify the maximum height you would like to have for your product large images. SEO-Cart will automatically scale your images according to this value when they are uploaded.

Draw border around product images: Enable this option to draw a border around your product images.

Border Color: Specify the hexadecimal color to use for your product image border.

Product Image Watermark

Enable product watermark image: Enable this option if you would like to add a watermark for all of your product images. Enabling this setting will help prevent people stealing your images off of your website.

Watermark Image: Select the product image you would like to use for your watermark. Typically you should choose your company's logo.

Watermark Transparency: Enter the percentage value for the opacity of your watermark image. Typically a value of around 25% is used.

Watermark Position: Select the relative position for where you would like to display your watermark image.

Watermark Thumbnail Image Max Width: Enter the maximum width of your watermark image for your product thumbnail images. SEO-Cart will automatically scale your uploaded watermark according to this value.

Watermark Thumbnail Image Max Height: Enter the maximum height of your watermark image for your product thumbnail images. SEO-Cart will automatically scale your uploaded watermark according to this value.

Watermark Large Image Max Width: Enter the maximum width of your watermark image for your product large images. SEO-Cart will automatically scale your uploaded watermark according to this value.

Watermark Large Image Max Height: Enter the maximum height of your watermark image for your product large images. SEO-Cart will automatically scale your uploaded watermark according to this value.

Additional Images

Display Click on Image(s) Below to Enlarge above product additional images: Enable this option to display the text "Click on Image Below to Enlarge" above your additional images table HTML.

Thumbnail Max Width: Enter the max width for the thumbnail version of your additional images.

Thumbnail Max Height: Enter the max height for the thumbnail version of your additional images.

Images per Row: Enter the amount of additional images you would like to display per row.

Add To Cart Button

Upload Add 2 Cart Button: Select this option to upload your own Add To Cart button for your product pages.

Select Add 2 Cart Button: Select this option to choose from a list of premade Add To Cart buttons for your product pages.

Product Image Not Available Image

New Image: Upload a default image to use on your product pages if a product image is not set.

Product Review Settings

Review Header: Enter custom text that you would like to be displayed above the input fields on the "Write A Review" page.

Review Footer: Enter custom text that you would like to be displayed below the input fields on the "Write A Review" page.

'Write A Review' Fields: These are the fields for a user to fill out on the 'Write A Review' page for your products. Any field may be set as optional, required, or off (hidden).

Product Input Field 1: Product Input Fields allow the user to provide feedback or additional information in a product review. Product Input Field names can be customized to get a desired type of feedback for your products.

Product Input Field 2: Product Input Fields allow the user to provide feedback or additional information in a product review. Product Input Field names can be customized to get a desired type of feedback for your products.

Product Page Settings: Use the check boxes below to set which of the 'Write A Review' fields will be displayed on a product page for approved reviews.

Custom Product Reviews Text: Optionally enter custom text to replace the default text of "Product Reviews".

Custom Product Reviews Text Tag: Select the HTML heading tag that you would like to use for the "Custom Product Reviews Text" on your product pages. Default is to use an h1 (heading 1) element tag.

Custom Comments Text: Optionally enter custom text to replace the default text of "Comments".

Custom Write A Review Text: Optionally enter custom text to replace the default text of "Write A Review".

Custom Next Link Text: Optionally enter custom text to replace the default text of the "Next" link.

Custom Show All Link Text: Optionally enter custom text to replace the default text of the "Show All" link.

Disable product review option to sort by date/rating: Enable this option to hide option to sort the product reviews by Date or Rating.

Related Products Options

Title Text: Enter the text to be displayed in the related products title box.

Title box background color: Enter the hexadecimal color for the background color of the related products title box.

Title box text color: Enter the hexadecimal color for the text color of the related products title box.

Maximum amount of related products: Enter the maximum amount of related products that are allowed to be set.

 # Related Products Per Row: Enter the maximum amount of products to display per row.

Border Options: Configure the border color of your related products table.

Color: Enter the hexadecimal color for your related products table border color.

Style: Select from various styles for your related products table border.

Automatic Instock Notification

Allow customers to automatically be notified via email when an item comes back in stock: Enable this option to allow customers to automatically be sent an email notification when an item comes back in stock. From the front-end product page, customers can add themselves to the instock notification list for an attribute or non-attribute item that is out of stock. Enabling this option will allow you to go to SEO-Cart->Configure->Product Page Template and configure various custom settings under the "Automatic Instock Notification" section.

Display Instock Notification as text link: Enable this option to display the instock notification as a customizable text link on the front-end product pages for out of stock items.

Display Instock Notification as image: Enable this option to display the instock notification as a customizable image on the front-end product pages for out of stock items.

Instock Notification Email Subject: Enter a custom email subject to use when sending an instock email notification to a customer. Dynamic keywords supported.

Instock Notification Email Body: Enter a custom email body to use when sending an instock email notification to a customer. Dynamic keywords supported.

AUTO_GENERATED_PRODUCT_NAME_WITH_ATTRIB: Use this keyword in the instock notification email subject and/or body to display the product name (with attribute) that has come back in stock. It is recommended to use this dynamic keyword.

AUTO_GENERATED_PRODUCT_URL: Use this keyword to use the full URL to the front-end product page.

AUTO_GENERATED_PRODUCT_NOTIFICATION_DAYS_WAITED: Use this keyword in the instock notification email subject and/or body to display the amount of days the customer waited for the item to come back in stock.

AUTO_GENERATED_STORE_NAME: Use this keyword to display your store's name.

Reports and Statistics

Order Statistics

SEO-Cart allows you to view and compare statistics on the orders you have received on your website. For a given month, view your order total, top selling products, top buying states, and top buyers.

1. Select Reports->Order Statistics under the SEO-Cart left navigation menu.

2. By default, SEO-Cart displays the statistics for the current month. If you would like to view statistics on a different date, select the month and year you would like to view towards the top right corner of the page.

3. View your order statistics.

SEO Order Statistics

SEO-Cart allows you to view how many orders came from the search engines. View your percentage of orders that originated from search engines and see statistics on what keywords and what specific search engines were used.

1. Select Reports->SEO Order Statistics under the SEO-Cart left navigation menu.

2. By default, SEO-Cart displays the statistics for the current month. If you would like to view statistics on a different date, select the month and year you would like to view towards the top right corner of the page.

3. View your SEO order statistics.

Product Search Statistics

SEO-Cart allows you to view the keywords and phrases that people are using to find products on your website. Find out what products are searched for the most using SEO-Cart's product search statistics.

1. Select Reports->Product Search Statistics under the SEO-Cart left navigation menu.

2. By default, SEO-Cart displays the statistics for the current month. If you would like to view statistics on a different date, select the month and year you would like to view towards the top right corner of the page.

3. View your product search statistics.

SEO Ranking Reports

Sign up for our additional search engine ranking report service that allows you to view the progress for your search engine optimization campaign. View your targeted keywords positions as they move up and down in Google, Yahoo, and MSN.

Please contact 317-697-9185 to add this additional service to your account.

1. Select Reports->SEO Ranking Reports under the SEO-Cart left navigation menu.

2. By default, SEO-Cart displays the reports for the current month. If you would like to view reports on a different date, select the month and year you would like to view towards the top of the page.

3. View your SEO ranking reports.

Web Traffic Reports

View detailed web traffic reports for your website for any given month. Review unique visitors, visits, pages, hits, and bandwidth used for your website.

1. Select Reports->Web Traffic Reports under the SEO-Cart left navigation menu.

2. By default, SEO-Cart displays the reports for the current month. If you would like to view reports on a different date, select the month and year you would like to view towards the top of the page.

3. View your web traffic reports.