



# **Getting Started With Design In Actinic v7**

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*Note: This guide covers Actinic version 7 created by Actinic Software Ltd. All the screen shots are taken from Actinic version 7*

# Table of Contents

<b>Introduction</b>	<b>5</b>
About This Guide.....	5
Conventions.....	5
<b>Getting Started</b>	<b>6</b>
Your 'Site1' Directory.....	6
Help Topics.....	6
List of All Templates.....	7
Other Help Sources.....	7
Advanced User Guide.....	7
The Actinic Community.....	7
The Knowledge Base.....	7
<b>Settings That Will Affect Design</b>	<b>8</b>
Choosing a Theme.....	8
'Design   Text' area.....	8
Design Options.....	9
Using Design Options to Put Section Links In Columns.....	10
<b>The Templates</b>	<b>11</b>
Basic Concepts.....	11
The NETQUOTEVARs.....	11
Help With The Templates.....	12
The Template Manager.....	12
Template Drop-Downs.....	13
Main Help.....	13
A Brief Guide to the Key Templates.....	13
<b>The Actinic Dreamweaver Integration</b>	<b>15</b>
Installation.....	15
Using The Dreamweaver Integration.....	16
<b>Changing The Appearance Of Products</b>	<b>18</b>
Product Templates.....	18
Act_ProductBody.html.....	18
Act_ProductLine.html (and related product line layout templates).....	19
Changing the Appearance of Product Names.....	21
Showing Stock Levels Online.....	21
Including Alternative Product Images.....	21
Customising Where Attributes Appear.....	22
Using a Graphic as a Product Separator.....	23
Laying Out Product Information in Very Compact Rows.....	23
<b>Section Links</b>	<b>25</b>
Section Line Templates.....	25

Creating Pages of Product Thumbnails.....	26
<b>Managing Overall Layout Templates</b>	<b>27</b>
Introduction .....	27
Key Elements Of An Overall Layout Template.....	27
The Bulk Area.....	27
The Head Area .....	28
Variables That Can Be Used in an Overall Layout Template.....	28
Variables That Can Be Used in a Store Layout Template only .....	29
Variables That Can Be Used in a Brochure Layout Template only .....	30
<b>Links and Navigation</b>	<b>31</b>
Creating Links To Your Actinic Store.....	31
Linking Straight to Products and Sections.....	31
Linking from Non-Actinic Pages .....	31
Taking People Straight to a Section.....	32
Controlling Navigation Within The Store .....	32
Only Using Certain Navigation Icons.....	32
Inserting Custom Navigation Icons.....	33
Inserting Parent Section Links into the Overall Layout Template.....	33
Inserting 'Next' and 'Previous' Links.....	35
<b>Dynamic Section Lists</b>	<b>36</b>
JavaScript Lists .....	36
Creating a Drop-Down List Containing the Top-Level Sections in the Store .....	37
Inserting A List of Hyperlinks To The Sections In Your Store .....	38
<b>Custom Properties</b>	<b>40</b>
Adding User Definable Fields .....	40
Examples of CUSTOMVARs .....	41

# Introduction

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## About This Guide

This guide provides an introduction to designing a store with Actinic. In particular, it will look at techniques for customising the HTML templates that are used to lay out the online store pages. This guide does not, however, cover adding store content and processing orders. If you need information about these areas, please see the standard starter guide in 'Help | Starter Guide' within Actinic.

This guide covers designing with Actinic Catalog, Actinic Business and Actinic Developer.

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## Conventions

In this guide the following conventions will be used:

- Keyboard commands will be shown in square brackets: [Enter], [Ctrl+X].
- Buttons/tabs/menu options in the program will be shown in single quotes: 'OK', 'Cancel', 'Checkout'.
- Successive directions will be separated by a vertical bar: For instance, clicking on the 'View' menu, then selecting 'Business Settings' and then selecting the 'Tax' tab is shown as: 'View | Business Settings | Tax'.
- Wherever you see two numbers in brackets separated by a comma - e.g. (-1, 2173) - that is a reference to a prompt in 'Design | Text'. To use these values, click the 'Go to' button in 'Design | Text' and enter the first value into the 'Phase' field and the second value into the 'ID' field.

# Getting Started

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## Your 'Site1' Directory

All the files specific to your initial ecommerce store, including the Actinic ecommerce database - ActinicCatalog.mdb – are contained within the 'Site1' directory. You can locate your Site1 folder by going to 'C:\Program Files\Actinic v7\Sites\Site1'.

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**Note:** All your shipping and handling details are contained in a database called SimpleShipping.mdb within the 'ShipControl' folder in 'Site1'.

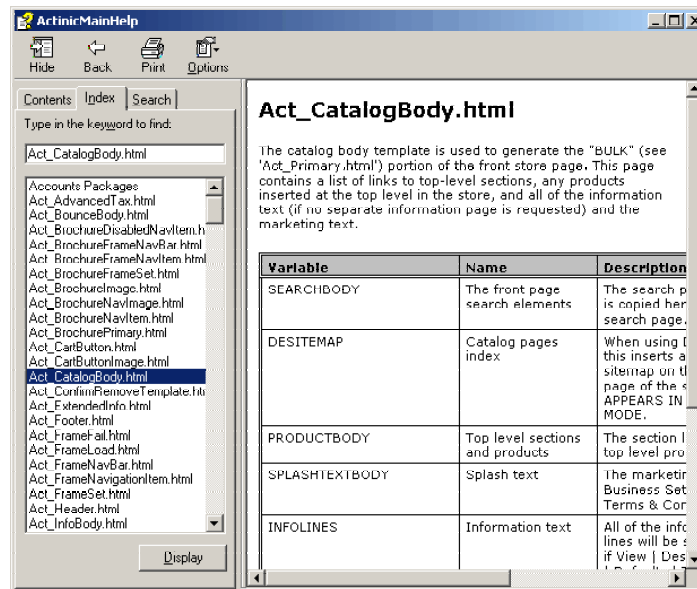
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The 'Site1' directory is your working directory, and is the ideal place to save any files you create and wish to use. It is quite a good idea to put a shortcut to 'Site1' (and to any other site folders you create) on your Desktop.

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## Help Topics

Actinic's Main Help contains pages of in-depth information on all areas of the application, together with appropriate links to additional information in other chapters. To access the Help Topics, click the  button on the Menu bar, go to 'Help | Help Topics' or press [F1] to see the following screen:



## List of All Templates

The main help is an invaluable source of information about the templates. Go to 'Help | Help Topics' (or press [F1]) and go to the 'Index' tab. You will see an alphabetical list of all the templates within Actinic.

If you double-click on any of these topics you will bring up a help screen with a short description of the template, and then a list of all the variables within that template with what they are, what they do and where the information comes from.

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## Other Help Sources

### Advanced User Guide

The Advanced User Guide is a collection of hints, tips and techniques to help you build your store. It is available to download from the 'Download Centre' on the Actinic web site <http://www.actinic.co.uk/>. It is updated regularly so it is worth checking back every two or three months for the latest version with the latest fixes.

### The Actinic Community

The Actinic Community is a web-based forum made up of existing Actinic users. When you post questions to the groups you will normally receive a prompt response. Ensure, however, that your questions contain as much relevant detail as possible. You can register for the Actinic Community at <http://community.actinic.com/>.

### The Knowledge Base

The knowledge base is at <http://knowledge.actinic.com/> and contains thousands of articles about customising Actinic, and what to do if things go wrong.

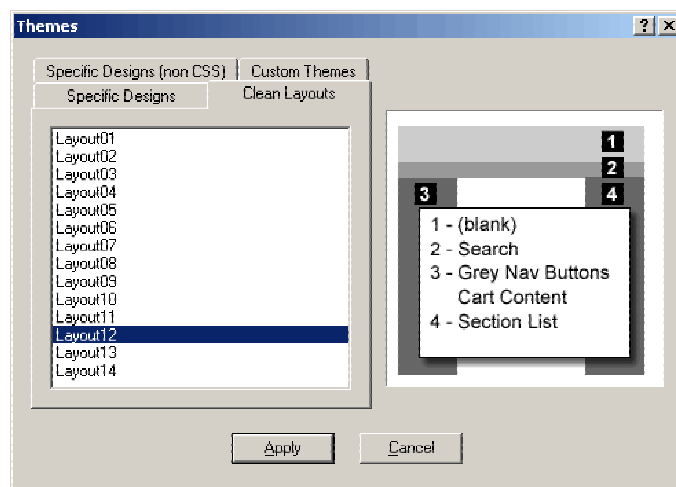
# Settings That Will Affect Design

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## Choosing a Theme

Even if you are doing your own custom design for an Actinic store, you need to start with a theme. The best ones to start with are the 'Clean Layouts', which you will find in 'Design | Themes | Clean Layouts'. These are 'vanilla' themes that lay out key store objects in a variety of configurations.

The clean layouts can form the foundation of a new design, or you can create a design completely from scratch. This is described in a later chapter.

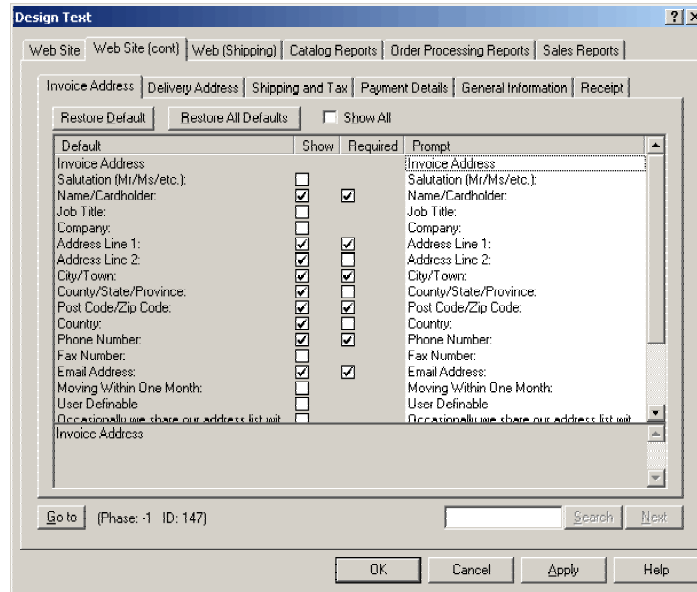


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## 'Design | Text' area

The 'Design | Text' area contains all the text prompts that are shown to your customers online, as well as all the text prompts that are used the reports. Many of these text prompts contain basic HTML formatting that will affect the layout of the store. If you have located a fragment of HTML that you cannot identify as being part of any of the templates, then the likelihood is that it will be found in 'Design | Text'.





You can browse through the tabs in 'Design | Text' or do a search by entering a value in the 'Search' field and clicking 'Search'. Most of the HTML can be found within the 'Web Site | HTML' tab.

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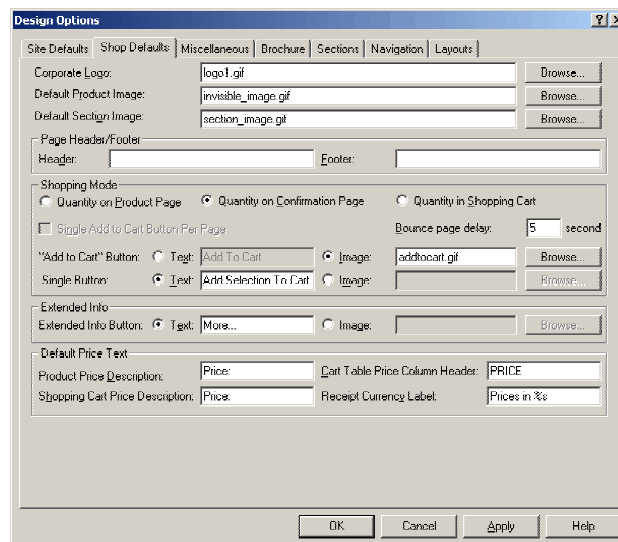
**Note:** wherever you see '%s' or '%d' that is a variable representing a text string. It will be automatically populated as the pages are generated by Actinic, or as the pages are displayed to the customers online.

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There is a guide to all the fields in the 'Design | Text | Web Site | HTML' tab at the back of the Advanced User Guide - available from <http://www.actinic.co.uk/>.

## Design Options

The 'Design Options' area contains a lot of database settings that will have an affect on the appearance of your store.



The following table describes each tab and what the tab controls:

<b>Name</b>	<b>Description</b>	<b>Key Contents</b>
Site Defaults	Appearance settings that will affect all your brochure and store pages.	Background colours/images, global custom property values and details
Shop Defaults	Appearance settings that will only affect your store pages.	Corporate logo image, default product and section link images, default shopping mode settings, default way prices are described
Miscellaneous	A further collection of store-specific settings.	Tax inclusive/exclusive pricing, displaying prices in a second currency, home page icon link, terms and conditions page location
Brochure	Display settings specific to your brochure pages	Brochure pages corporate logo, default brochure overall layout template, control over brochure link to store pages
Sections	Control over placement of section navigation links	Presence/placement of parent section links, presence/placement of standard list of section links, presence/placement of list of top-level section links, presence of site-map
Navigation	Control over content of store navigation bar	Description and image files for icons in store navigation bar
Layouts	Default templates for pages, section links, products and pop-ups	Default overall layout templates for key store areas, default section link layout templates, default product template, default pop-up window template

## Using Design Options to Put Section Links In Columns

The main layout-specific area that is controlled within Design Options is the placement of section links within columns. Within 'Design Options | Sections' you can set the default number of columns that the section links are laid out in. This can then be overridden at the section level by double-clicking on a section and going to the 'Layout' tab.

# The Templates

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## Basic Concepts

The Actinic HTML pages are built from about 100 different templates, each one controlling the layout of a different area of the online store.

The names of these templates all begin with 'Act\_' and they can all be found within the site directory of your actinic store (this will initially be 'Actinic V7\Sites\Site1\').

The templates work just as if you were doing a mail merge for a mail out. To do this, you create a letter template with merge fields in and when the letters are generated, the merge fields are replaced by the values in your database. When Actinic generates the HTML, it replaces the Actinic variables (that look like 'NETQUOTEVAR:WHATEVER') with the values in the database.

The default template editor that Actinic uses is Notepad, which means you work with the raw HTML code. You can, however, edit within a visual editing application, such as Macromedia Dreamweaver.

When you open a template within a visual web editing application, you have to remember that most of the templates are not complete HTML pages – they are fragments of HTML. Some of them will look like the object they are representing, whereas some may look (at first) a bit of a jumble. You may find it easier to look at the HTML code, rather than the visual appearance of the template.

## The NETQUOTEVARs

- **String NETQUOTEVARs** – these are NETQUOTEVARs that are replaced by a text string from the Actinic database. An example is 'NETQUOTEVAR:PRODUCTNAME' from 'Act\_ProductLine.html', which is replaced by the short description of the product.
- **Object NETQUOTEVARs** – these are NETQUOTEVARs that are replaced by an HTML object, the code for which normally comes from another template (but may come from some HTML within 'Design | Text'). An example for this is 'NETQUOTEVAR:PRODUCTIMAGE' from 'Act\_ProductLine.html', which will be replaced by the product image – the code for which comes from 'Act\_ProductImage.html'.
- **Include NETQUOTEVARs** - All templates can include the variable NETQUOTEVAR:INCLUDE and then a filename e.g.:

```
NETQUOTEVAR:INCLUDE Act_Product.html
```


This causes the file named after the INCLUDE (up to the next NETQUOTEVAR or the end of the line) to be inserted into the template.

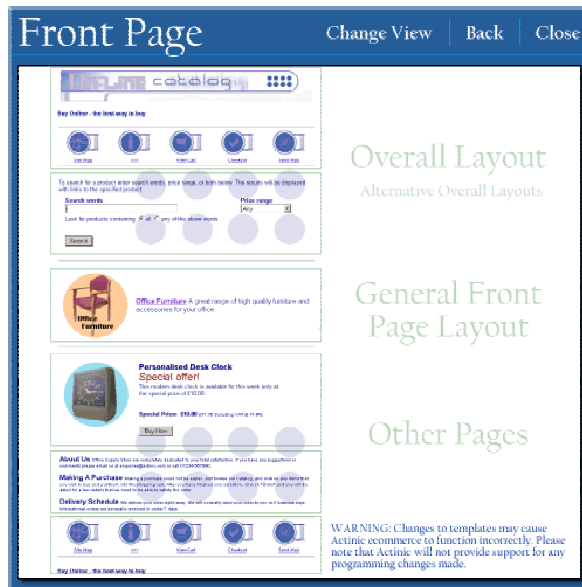
---

## Help With The Templates

There are many places within the application to help you with the templates.

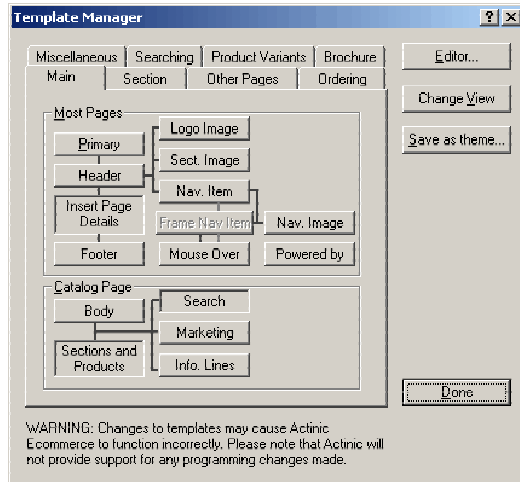
### The Template Manager

Go to 'Advanced | Template Manager' or click the  button on the toolbar.



The Template Manager is designed to guide you to the correct template by displaying a schematic representation of an Actinic store page. You can move your mouse over this image and active areas will flash red. When you click on one of these areas it will either open the template that controls that area, or else take you to another page with a more in-depth selection to choose from.

If you prefer, you can change to a dialogue-based Template Manager by clicking on 'Change View'.

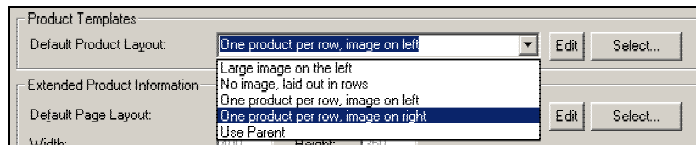


Some more experienced users find this more useful, as there are generally fewer clicks to access your required templates.

The other feature that this dialogue-based template manager has is an 'Editor' button. You can click this button in order to select a template editor other than 'Notepad' to edit your templates in.

## Template Drop-Downs

The other way to access templates within Actinic is by clicking the 'Edit' buttons that appear next to the drop-down lists for selecting templates. This will open the currently selected template in your chosen template editor.



If a template selection drop-down shows 'Use Parent' then this item will use the template that is selected at the level above it. For brochure pages this will be the template selected in 'Design Options | Brochure'. For top-level sections, this will be set in 'Design Options | Layouts'. For sub-sections and for products, the parent template will either be set in the containing section properties, or within 'Design Options | Layouts'.

## Main Help

Don't forget that the main help file contains in-depth help with all the templates in Actinic. Start the main help and go to 'Editing HTML | List of All Templates In Actinic' to see the list.

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## A Brief Guide to the Key Templates

Template	Description
Act_Primary.html	Otherwise known as the 'overall layout' template. Contains the <HEAD> and <FORM> information for every page. Can also contain all design and navigation elements that

	<p>surround the bulk area, and consequently is responsible for the vast bulk of the page look and feel.</p> <p>Actinic allows you to set up a range of these templates in order to have different pages looking/working differently.</p>
Ac_BrochurePrimary.html	As above, but for the brochure pages.
Act_ProductLine.html	Lays out the products in the online store. It is possible to create your own range of Act_ProductLine templates.
Act_ProductBody.html	Sets up each section page. Edit this to change the properties of the table in which the products are laid out.
Act_SectionLine.html	The default template name for the section links. You can have a range of these just like you can have a range of Act_ProductLine templates.
Act_CatalogBody.html	Controls the appearance of the first catalogue page. Add your own HTML to include extra images, information, promotions etc.
Act_Order00.html -- Act_Order04.html	Here you can make advanced changes to the checkout phase such as altering the nature of a form element.
Act_ShoppingCart.html	The template that does the general layout for the 'View Cart' page online.
Act_ShoppingCartXML.html	Contains the HTML for the actual shopping-cart table.

# The Actinic Dreamweaver Integration

Actinic comes with a plug-in for Macromedia Dreamweaver that allows you to view a preview page in Dreamweaver, and then Dreamweaver will tell you which templates were responsible for laying out each part of the page.

In order to load them you need to have Macromedia Dreamweaver 3, 4, MX or MX2004 installed. You will also need to have installed the 'Macromedia Extension Manager' that comes with Dreamweaver.

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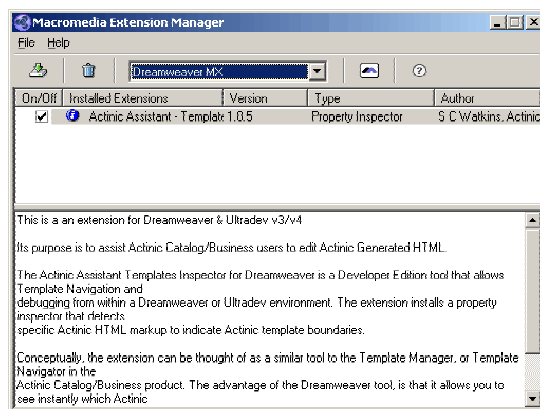
## Installation

To install the Actinic extensions, locate the file called 'Actinic Assistant.mxp' in an Actinic installation sub-folder. Typically, this will be

C:\Program Files\Actinic v7\Extensions\Dreamweaver\Actinic\_Assistant\

Double-click on the file to run it.

After accepting the license terms of using the extensions, you will see the Macromedia Extensions Manager.

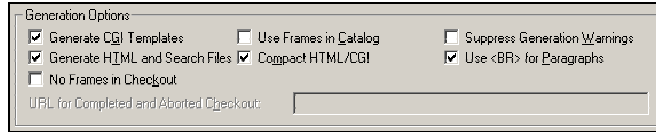


This shows that the Actinic extensions, known as 'Actinic Assistant', have been successfully installed.

# Using The Dreamweaver Integration

In order to use Dreamweaver Integration, you first need to uncompact the generated HTML. By default, Actinic compresses all the HTML code in the generated pages by removing all blank spaces and HTML comments. However, you will need all these comments in order for the integration to work.

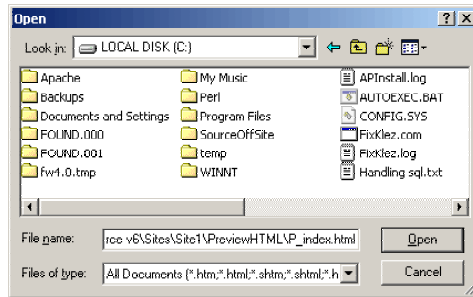
To uncompact the store HTML, go to 'Design | Options | Miscellaneous' in Actinic and uncheck where it says 'Compact HTML/CGI'.



Next, you will need to carry out a full preview. To do this, click the  button on the Actinic toolbar or go to 'Web | Offline Preview'.

Browse to any store page you are interested in and copy the page address to the clipboard.

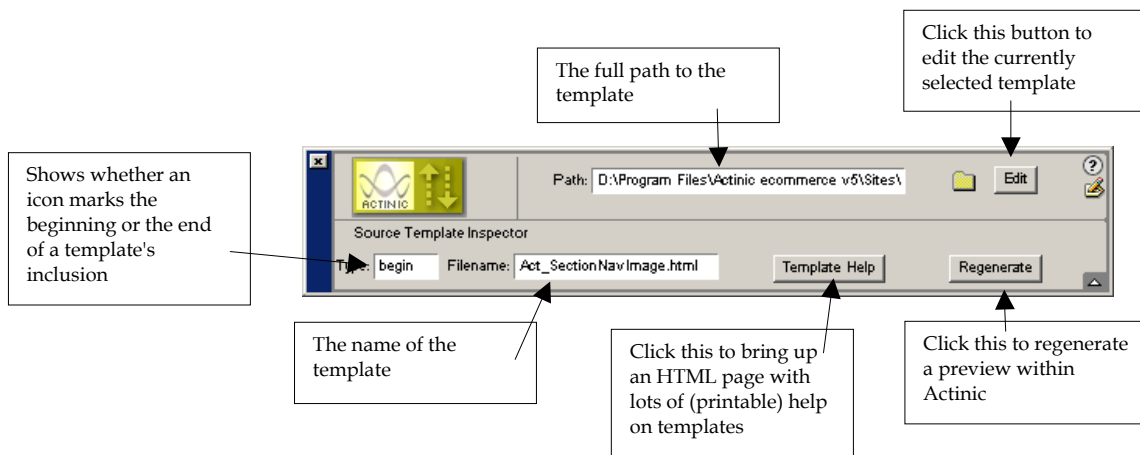
Next, in Dreamweaver go to 'File | Open' and paste the address of the page into the 'Filename' field.



Throughout the generated page you should see Actinic symbols within a yellow box.



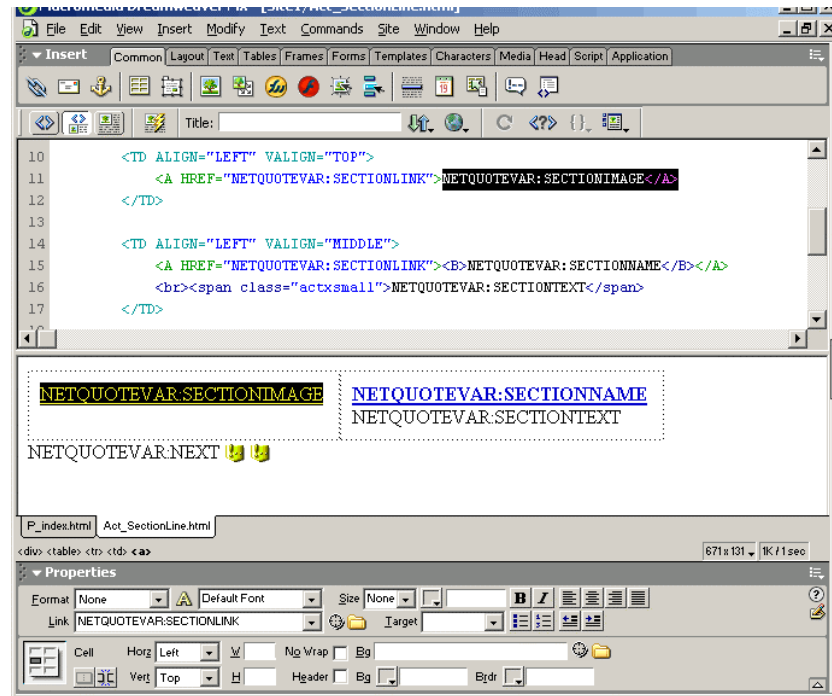
These tags indicate when a section of a page has been built with a particular template. Within Dreamweaver, the beginning and end of each template's inclusion will be marked with a one of these icons. When you click on one of these icons, the 'Properties' bar changes to look like the following:





To use these icons effectively:

1. Locate the icons around a store element that you are interested in changing the look of.
2. Browse through the icons until the 'Filename' field shows the name of a likely looking template. If you need information about which template does what, refer to the file launched by the 'Template Help' button (or refer to the main help within Actinic).
3. Click the 'Edit' button to open that template within Dreamweaver.



4. When you have finished making changes, save and close the template.

You should now be looking at the previewed store page again, and the 'Properties' panel should still looking as it was.

Click the 'Regenerate' button to carry out another preview in Actinic. This will allow you to preview how the changes in the template will affect the online store.

# Changing The Appearance Of Products

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## Product Templates

Products are, naturally, the most important elements of an online store – they are your money makers.

There are two key templates that affect the layout of your online store:

**Act\_ProductBody.html** – The template that controls the position of the elements within a section page

**Act\_ProductLine.html (and other product layout templates)** – The templates that insert the actual products into the store pages.

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## Act\_ProductBody.html

To open Act\_ProductBody.html, go to 'Advanced | Template Manager' and switch to the grey tabbed view. Switch to the 'Section' tab and click the 'Body' button.

In order to locate Act\_ProductBody.html using Actinic icons in Dreamweaver, click on the Actinic icon just in front of the parent section navigation links (remember that there are no parent section navigation links on the front page of the store).



The key variables in Act\_ProductBody.html are:

NETQUOTEVAR:	Description	Templates Used
PARENTSECTIONSTOP / PARENTSECTIONSBOTTOM	Parent section links	Act_ParentSectionsLink.html, Act_ParentSectionsThis.html, Act_ParentSectionsSeparator.html
TOPLEVELSECTIONSTOP / TOPLEVELSECTIONSBOTTOM	List of store top level sections	Act_SectionLine.html (or alternative section line templates if available)
TOPSECTIONSEPARATOR / BOTTOMSECTIONSEPARATOR	Horizontal rule separating section	Act_SectionSeparator.html

	list	
SECTIONLISTTOP / SECTIONLISTBOTTOM	List of sub-sections	Act_SectionLine.html (or alternative section line templates if available)
DISCOUNTINFOBULK <i>used by Actinic Business/Developer only</i>	Discount information for the products in the section	'Description for Product' field in 'View   Discounts and Surcharges Settings   Cart Content'
PRODUCTBULK	Products for this section	Act_ProductLine.html (or alternative product line templates if available)
SINGLEADD	Single add to cart button	Act_SingleCartButton.html

It is `NETQUOTEVAR:PRODUCTBULK` that is responsible for inserting products into the page. The variable is placed within an HTML table, which has a default width of 500 pixels, a default cell padding value of 10, and, crucially, has three columns.

All the product line layout templates are laid out within this table, and they provide the content for this table (all the `<tr>` tags and `<td>` tags).

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## Act\_ProductLine.html (and related product line layout templates)

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**Note for visual web-editor users:** Because the product line layout templates are not complete HTML pages, and also due to the fact that they contain `<tr>` and `<td>` tags but no `<table>` tags, visual web-editors have problems displaying them in design view. One way around this is to temporarily add in a `<table>` tag just below `NETQUOTEVAR:ENDSEPARATOR` and add a `</table>` tag just above `NETQUOTEVAR:NEXT`. Just remember to remove these before you preview!

---

The key variables within a product line layout template are as follows:

NETQUOTEVAR:	Description	Source
INCLUDE Act_ProductSeparator.html	Separator between products	Act_ProductSeparator.html
ENDSEPARATOR	Marks the beginning of a product	None
PRODUCTFORMBEGIN*	The beginning of the product HTML form.	
PRODUCTNAME	Short Description	'Short description' field
PRODUCTREF	Product Reference	'Product reference' formatted as per (-1, 65) in Design Text
PRODUCTIMAGE	The product image	'Image' field and Act_ProductImage.html
EXTINFOLINK	Text link for pop-up	'Link text' field
EXTINFOBUTTON	Button for pop-up	Act_ExtendedInfoButton(Image).html
BEGINLINK / LINKTEXT /	Standard product hyperlink	'File/URL' and 'Information Link Text' fields.

ENDLINK		
PRICEEXPLANATION	Price schedule-specific message	'Customer Message' field (not in Actinic Catalog)
PRODUCTPRICE	The product price	'Price' field and Act_ProductPrice.html
DISCOUNTINFO <i>used by Actinic Business/Developer only</i>	The discount description	'Description for Product' field in 'View   Discounts and Surcharges Settings   Cart Content'
OTHERINFOPROMPT*	Other info prompt and text field	'Other info' field formatted as per (-1, 2161) in Design Text
DATEPROMPT*	Date prompt and drop-downs	'Date' field formatted as per (-1, 2162) in Design Text
CARTERRORXML*	The product page error message	This is dynamically inserted via XML in the online store
PRODUCTQUANTITY*	Quantity prompt and text field	Format from (-1, 2173) in Design Text.
ADDTOCARTBUTTON	Cart button	Act_CartButton.html, Act_CartButtonImage.html
PRODUCTFORMBEGIN*	The end of the product HTML form.	
NEXT	The end of a product	

\* indicates features that are only used when the 'Shopping Mode' is set to 'Quantity on Product Page'.

In addition to the above, there are several extra variables that can be used within a product line template that are not part of the standard templates.

<b>NETQUOTEVAR:</b>	<b>Description</b>	<b>Source</b>
STOCKLEVEL	Product stock level	'Estimated Stock In Hand' field
PRODUCTREFERENCE	The product reference field unformatted	'Product Reference' field for the product
VARIANTS	All the components/attributes and choices for a product	Various templates, depending on the type of selector used
VARIANTLABEL <sub>n</sub> *	The label for an attribute	Attribute 'HTML for Name' field, Act_VariantAttributeName.html
VARIANTSELECTOR <sub>n</sub> *	The selector for an attribute	Various templates, depending on the type of selector used
VARIANTADDTOCARTBUTTON	Cart button when above variables used	Act_CartButton.html, Act_CartButtonImage.html
IMAGEFILE / IMAGEHEIGHT / IMAGEWIDTH	The details of the product image	'Image' field in product
INFOTEXT	The pop-up window text	Extended Information 'Text' field

INFOIMAGE / INFOIMAGEHEIGHT / INFOIMAGEWIDTH	The pop-up window image details	Extended Information 'Image' field
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\*  $n$  is a whole number between one and twenty.

What follows is a number of different techniques for manipulating product templates. They all involve editing the HTML code of the templates (rather than editing them visually).

Remember that there are three places to select product templates:

- **Design Options | Layouts** - default for all products in the store
- **Edit Section | Product** - default for all products in the section
- **Edit Product | General** - specific to selected product

## Changing the Appearance of Product Names

1. Locate `NETQUOTEVAR:PRODUCTNAME` within the product line template.
2. Change the HTML code surrounding the variable in order to change the appearance of the product names.

For instance, in order to make product names smaller, change:

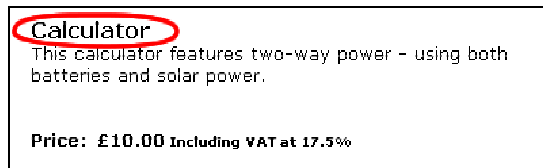
```
<span class="actregular"><b>NETQUOTEVAR:PRODUCTNAME</b></span>
```

to read:

```
<span class="actxsmall"><b>NETQUOTEVAR:PRODUCTNAME</b></span>
```

```
<span class="actxsmall"><b>NETQUOTEVAR:PRODUCTNAME</b></span></a>
```

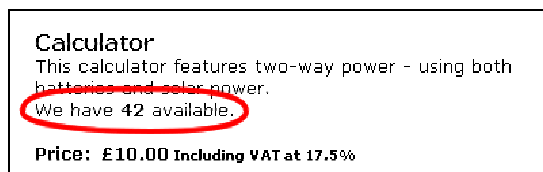
3. Save and close the template and preview the store to see the result.



## Showing Stock Levels Online

`NETQUOTEVAR:STOCKLEVEL` will include the stock level of the current product into the HTML. In order to use it, enter code similar to the following into the product line template:

We have `<b>NETQUOTEVAR:STOCKLEVEL</b>` available.



## Including Alternative Product Images

The variables `NETQUOTEVAR:INFOIMAGE`, `NETQUOTEVAR:INFOIMAGEHEIGHT` and `NETQUOTEVAR:INFOIMAGEWIDTH` are normally used within the extended information pop-up page templates to include the image into the pop-up window. Even if you are not using pop-up windows then you can still select an image within the 'Extended Information | Image'

field and then lay out these alternative product images within the main product line template.

In order to do this, include code similar to the following within your product line layout template:

```
<IMG SRC="NETQUOTEVAR:INFOIMAGE" WIDTH=NETQUOTEVAR:INFOIMAGEWIDTH  
HEIGHT=NETQUOTEVAR:INFOIMAGEHEIGHT ALT="NETQUOTEVAR:PRODUCTNAME">
```



## Customising Where Attributes Appear

By default, all the attributes for a product are all laid out in one group above the 'Add to Cart' button. These are included via the variable `NETQUOTEVAR:ADDTOCARTBUTTON`.

In order to break away from this layout, you will need to do the following:

Replace:

```
NETQUOTEVAR:ADDTOCARTBUTTON
```

with

```
NETQUOTEVAR:VARIANTADDTOCARTBUTTON
```

This will stop the attributes from always appearing just above the 'add to cart' button.

You can then, if you want, use `NETQUOTEVAR:VARIANTS` to insert the attributes (and components) in one groups elsewhere in the templates.

Alternatively you can insert the attribute labels and selectors individually into the design with the variables `NETQUOTEVAR:VARIANTLABEL $n$`  and `NETQUOTEVAR:VARIANTSELECTOR $n$`  (where  $n$  is a whole number between 1 and 20). The way you use these is to insert a label and selector `NETQUOTEVAR` pair with the number 1 (instead of  $n$ ) for the first attribute, then a `NETQUOTEVAR` pair with the number 2 for the second and so on.

For example, the following HTML will lay out three attributes next to each other within a table:

```
<table width="100%" border="0" cellspacing="0" cellpadding="0">  
  <tr>  
    <td>NETQUOTEVAR:VARIANTLABEL1</td>  
    <td>NETQUOTEVAR:VARIANTLABEL2</td>  
    <td>NETQUOTEVAR:VARIANTLABEL3</td>  
  </tr>  
  <tr>  
    <td>NETQUOTEVAR:VARIANTSELECTOR1</td>  
    <td>NETQUOTEVAR:VARIANTSELECTOR2</td>  
    <td>NETQUOTEVAR:VARIANTSELECTOR3</td>  
  </tr>  
</table>
```



## Using a Graphic as a Product Separator

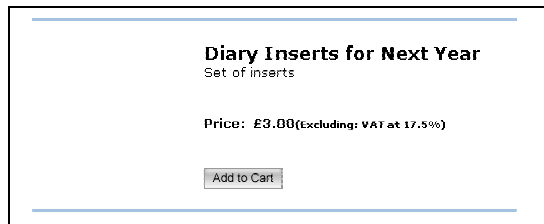
The template `Act_ProductSeparator.html` is used to insert a table row containing a horizontal rule between each product. The following HTML inserts the horizontal line:

```
<HR SIZE="1" ALIGN="CENTER" WIDTH="100%">
```

You can use the default coloured background graphics that come with the 'Clean Layout' themes to replace these with an image. For instance:

```

```




---

**Note:** the '480' width comes from the product table being 500 pixels, and cell padding being 10 pixels (at either edge of the table).

---

## Laying Out Product Information in Very Compact Rows

So far, we have not talked about changing the configuration of the actual product cells within the tables. Enter the following code into a new Notepad file and save it as '`Act_ProductLineCompact.html`'. It will lay out each product within a very compact individual row:

```
NETQUOTEVAR:ENDSEPARATOR
NETQUOTEVAR:PRODUCTFORMBEGIN
<tr>
  <td colspan="3">
    <table width="100%" border="0" cellspacing="0"
cellpadding="0">
      <tr>
        <td width="250"><a
name="NETQUOTEVAR:PRODUCTANCHOR">NETQUOTEVAR:PRODUCTNAME</a></td>
        <td align="right"
width="100">NETQUOTEVAR:PRODUCTPRICE</td>
        <td align="right">NETQUOTEVAR:PRODUCTQUANTITY</td>
        <td align="right">NETQUOTEVAR:ADDTOCARTBUTTON</td>
      </tr>
    </table>
  </td>
</tr>
NETQUOTEVAR:PRODUCTFORMEND
NETQUOTEVAR:NEXT
```

There are a few changes you will need to make to other templates to get this to work well:

**Act\_ProductBody.html** - Change cellpadding="10" to cellpadding="5" in the main product table.

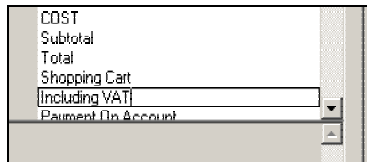
**Act\_ProductPrice.html** - Remove the <br> at the beginning of the code and insert a <br> just before NETQUOTEVAR: TAXMESSAGE.

**Act\_CartButton.html** - Remove the <p> from the start of the template and the </p> from the end of the template.

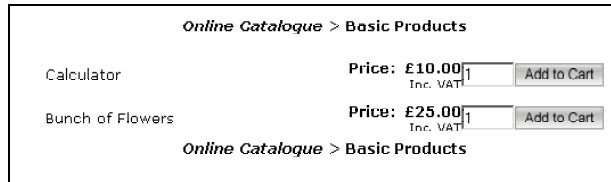
Next, in 'Design | Text':

Go to (-1, 2173) and replace the first %s with <!-- %s -->. This will remove the 'Quantity' word from next to the quantity field.

Go to (-1, 219) and replace 'Including %s' with 'Inc. VAT'. This assumes you are showing tax inclusive pricing and your tax is called VAT.



You can now select this template for any section where you want the products to be laid out within a compact grid. It works best if the 'shopping mode' is set to 'Quantity on Product Page' (with or without a single add to cart button per page).





# Section Links

---

## Section Line Templates

Section line templates are much simpler than product line templates – they only have three possible variables: the section name, the section image and the section description.

This exercise will lay out your section links in three columns on the screen, with the text under the image.



Open 'Act\_SectionLine.html' and change the code there to the following:

```
<DIV ALIGN="CENTER">  
<TABLE BORDER="0" CELSPACING="0" CELLPADDING="5" WIDTH="160">  
  <TR>  
    <TD ALIGN="CENTER" VALIGN="TOP">  
      <A  
  HREF="NETQUOTEVAR:SECTIONLINK">NETQUOTEVAR:SECTIONIMAGE</A>  
    </TD>  
  </TR>  
  <TR>  
    <TD ALIGN="CENTER" VALIGN="MIDDLE">  
      <A HREF="NETQUOTEVAR:SECTIONLINK">  
      <B>NETQUOTEVAR:SECTIONNAME</B></A><BR>  
      NETQUOTEVAR:SECTIONTEXT  
    </TD>  
  </TR>  
</TABLE>  
</DIV>  
NETQUOTEVAR:NEXT
```

The above code will create a section link of 160 pixels in width that, because of the table's cell-padding of 5 pixels, will mean you can use section images of up to 150 pixels in width with this template.

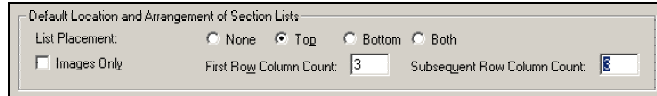
The next step is to lay out your section links within three columns on the page.

---

**Note:** you can lay them out within as many columns as you want, it is just that the above template is suitable for section links that are laid out in three columns.

---

In order to set the default number of columns throughout the site, go to 'Design Options | Sections' and within the 'Default Location and Arrangement of Section Lists' area, set the 'First Row Column Count' and 'Subsequent Row Column Count' to '3'.



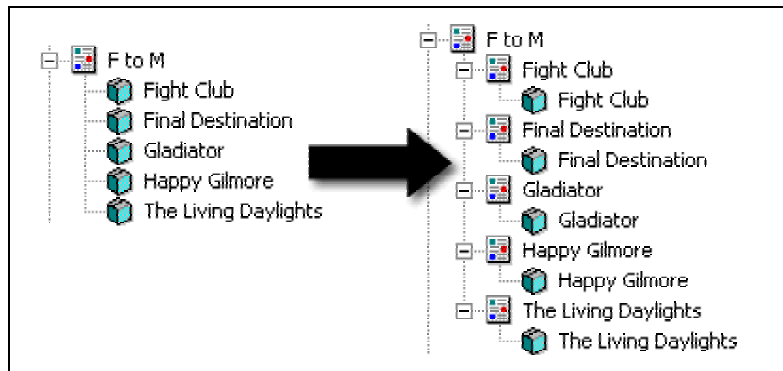
If you only want certain sections to have the section links within them laid out in three columns, then leave the default settings in 'Design Options' as they are and go into specific sections and check 'Override Default Settings' in the 'Layout' tab. You can then enter a 'First Row Column Count' and 'Subsequent Row Column Count' for the sub-section links within that section.

You will also need to create at least two section link layout templates – one for standard section links and one for section links in three columns. The template you are using for the section link is selected in the 'Section Layout' field in the 'Layout' tab of a section.

## Creating Pages of Product Thumbnails

Based on the technique described above, it is possible to use your new, more compact section links as product thumbnails and then allow your customers to click on the appropriate thumbnail to be shown a page of further information and an add to cart button.

The way you do this is to create a set up a range of new subsections within a section, with one subsection for each product within that section. The sub-section links will become the thumbnails, and you then put the actual products within the subsections. The image below shows how this will look within Actinic.



# Managing Overall Layout Templates

---

## Introduction

The overall layout template(s) in your store are responsible for a vast amount of the look and feel of your online store. They lay out all the design elements that surround your 'bulk' area of the page (the area that contains all your products/sections/checkout fields etc). The name of the default overall store layout template is 'Act\_Primary.html' and the name of the default brochure overall layout template is 'Act\_BrochurePrimary.html'.

You can create and use a range of overall layout templates. Specific overall layout templates can be chosen for the following areas:

**The default for the entire store** - set in 'Design Options | Layouts'

**The front page of the store** - set in 'Design Options | Layouts'

**The checkout pages** - set in 'Design Options | Layouts'

**The customer login page** - set in 'Design Options | Layouts'

**The receipt** - set in 'Design Options | Layouts'

**The 'View Cart' page** - set in 'Design Options | Layouts'

**Individual sections** - set in the 'Layout' tab of a section

**Default for the brochure pages** - set in 'Design Options | Brochure'

**Individual brochure pages** - set in the 'Layout' field of a brochure page

---

## Key Elements Of An Overall Layout Template

It is perfectly possible to create your own custom file and use it as an overall layout template. You must save the file within the 'Site1' (or equivalent) folder and ensure that you include the details below.

### The Bulk Area

The bulk area of an overall layout template is what gets replaced by all the content of a page. It the most basic level it is a wide area containing the variable `NETQUOTEVAR:BULK` (for store pages) or `NETQUOTEVAR: BROCHUREBODY` (for brochure pages).

If you are designing a store overall layout template then you will need to add the following code above `NETQUOTEVAR:BULK`:

```
NETQUOTEVAR:FORMBEGIN
<INPUT TYPE=HIDDEN NAME=RANDOM VALUE="NETQUOTEVAR:RANDOM">
NETQUOTEVAR:HIDDENFIELDS
```

And add this variable just below `NETQUOTEVAR:BULK`:

```
NETQUOTEVAR:FORMEND
```

A good size for a bulk area is between 500 and 600 pixels in width. When you see `CUSTOMVAR:ACTSTDWIDTH` in the templates, it is a width variable that is replaced by the values entered in 'Design Options | Site Defaults'.

## The Head Area

There are a few variables and tags within the `<HEAD>` area of an Overall Layout template that are required for a store to function correctly. These are:

```
<Actinic:BASEHREF VALUE="NETQUOTEVAR:BASEHREF"/>
<META NAME="ACTINICTITLE" CONTENT="NETQUOTEVAR:PAGEHEADER">
<META HTTP-EQUIV="Content-Type" content="text/html; charset=iso-8859-1">
<!--@act NETQUOTEVAR:HEADERMETA -->
<!--@act NETQUOTEVAR:LOADFUNCTION -->
<!--@act NETQUOTEVAR:SUBMITFUNCTION -->
<!--@act NETQUOTEVAR:P3PFULLPOLICYLINK -->
<Actinic:COOKIECHECK/>
```

You must ensure these are present within any overall layout templates you create.

Also, the following tags are available to include in the `<HEAD>` section:

```
<LINK REL=STYLESHEET HREF="actinic.css"> - link to the actinic stylesheet.
<SCRIPT LANGUAGE="JavaScript" SRC="actiniccore.js"
TYPE="text/javascript"></SCRIPT> - link a JavaScript file that controls the rollovers for
navigation buttons, and extended info pop-up windows, among other things. This link is
required for the JavaScript section lists (see later) to work correctly.
<SCRIPT LANGUAGE="JavaScript" SRC="actinicextras.js"
TYPE="text/javascript"></SCRIPT> - link a JavaScript file that controls the shopping cart
summary display, among other things.
```

---

## Variables That Can Be Used in an Overall Layout Template

When you are building and customising your overall layout template, there is a large selection of Actinic navigation and content variables that can be used within the templates.

Variable	Description	Template Used
SIMPLESEARCH	Simple search bar	Act_SimpleSearch.html
FOOTERGUIDE	Default store navigation bar	Act_NavigationItem.html

<Actinic:NOWSERVING/>	The text 'Buyer' followed by the buyer name	'Design   Text   Web Site   Customer Accounts'.
<Actinic:CURRACCOUNT/>	The text 'Account' followed by the account name.	'Design   Text   Web Site   Customer Accounts'.
<Actinic:LOGOUT_SIMPLE/>	A link to log out.	'Design   Text   Web Site   Customer Accounts'.
NETQUOTEVAR:NAVSEARCH	Search button	Act_NavigationItem.html
NETQUOTEVAR:NAVBCHECKOUT	Checkout button	Act_NavigationItem.html
NETQUOTEVAR:NAVBCART	Cart button	Act_NavigationItem.html
NETQUOTEVAR:NAVBMAIL	Email button	Act_NavigationItem.html
NETQUOTEVAR:NAVBSITEMAP	SiteMap button	Act_NavigationItem.html
NETQUOTEVAR:NAVBINFO	Info button	Act_NavigationItem.html
NETQUOTEVAR:NAVBUUP	Up button	Act_NavigationItem.html
NETQUOTEVAR:NAVBBACK	Back button (new)	Act_NavigationItem.html
NETQUOTEVAR:NAVBCATALOG	Catalog button	Act_NavigationItem.html
NETQUOTEVAR:NAVBHOME	Home button	Act_NavigationItem.html
SPLASHTEXTBODY	The marketing message	Business Settings   Terms and Conditions   Marketing Message

## Variables That Can Be Used in a Store Layout Template only

Variable	Description	Template Used
BULK	Main bulk	Various
LOGOIMAGE	Store logo image	Act_LogoImage.html
PAGEHEADER	Current page name	n/a
SECTIONIMAGE	Current Section Image	Act_SectionNavImage.html
SECTIONTEXT	Current section description	n/a
HEADERTEXT	Store header text	n/a
HEADERGUIDE	Default store navigation bar	Act_NavigationItem.html
SEPARATORBAR	Horizontal Line	Act_SectionSeparator.html
FOOTERTEXT	Store header text	n/a
PARENTSECTIONSTOP	Parent section links (top)	Act_ParentSectionsLink.html Act_ParentSectionsThis.html Act_ParentSectionsSeparator.html
TOPLEVELESECTIONSTOP	List of store top level sections (top)	Act_SectionLine.html (or alternative section line templates if available)
SECTIONLISTTOP	List of sub-sections (top)	Act_SectionLine.html (or alternative section line templates if available)
CARTERRORLISTXML	If you are in the shopping mode where quantities are shown on	Automatically generated and shown online

	the store page, then error messages will be included on the store page via this variable.	
PRODUCTBULK	Products for this section	Act_ProductLine.html (or alternative product line templates if available)
SECTIONLISTBOTTOM	List of sub-sections (bottom)	Act_SectionLine.html (or alternative section line templates if available)
TOPLEVELSECTIONSBOTTOM	List of store top level sections (bottom)	Act_SectionLine.html (or alternative section line templates if available)
PARENTSECTIONSBOTTOM	Parent section links (bottom)	Act_ParentSectionsLink.html Act_ParentSectionsThis.html Act_ParentSectionsSeparator.html
SEARCHBODY	The full search tool	Act_SearchTemplate.html
INFOLINES	All the terms and conditions for the store	Act_InfoLine.html
COUPONTITLE	Title for the coupon entry area	Phase: -1, Prompt ID: 2353 in 'Design   Text'
COUPON MESSAGE	Message describing the coupon	Phase: -1, Prompt ID: 2354 in 'Design   Text'
COUPONCAPTION	Prompt for the coupon field	Phase: -1, Prompt ID: 2355 in 'Design   Text'
COUPONACTION	Text for the button to submit the coupon	Phase: -1, Prompt ID: 2356 in 'Design   Text'
NEXT_SECTION_URL	URL for next sibling section	n/a
PREV_SECTION_URL	URL for previous sibling section	n/a
NEXT_SECTION_NAME	Name for next sibling section	n/a
PREV_SECTION_NAME	Name for previous sibling section	n/a

## Variables That Can Be Used in a Brochure Layout Template only

Variable	Description	Template Used
PAGETITLE	The name of the current brochure page	n/a
BROCHUREBODY	The bulk of the brochure pages	Various
BROCHURELOGO	The brochure logo image	Act_BrochureImage.html
HEADERGUIDE	The brochure navigation bar	Act_BrochureNavItem.html, Act_BrochureDisabledNavItem.html

# Links and Navigation

Here are some exercises concerned with creating links and navigation around the Actinic store.

---

**Note:** These exercises are based on the Actinic 'Clean Layouts' (in 'Design | Themes').

---

---

## Creating Links To Your Actinic Store

### Linking Straight to Products and Sections

It is possible to take people straight to a specific product with a hyperlink of the following form:

```
http://your.URL/cgi-bin/ss00000x.pl?PRODREF=12345&NOLOGIN=1
```

Where:

- `http://your.URL/cgi-bin` is the URL of your CGI-BIN
- `ss00000x.pl` is the name of your search script with the 'x' replaced with your CGI ID number
- `12345` is the product reference of your desired product.
- `&NOLOGIN=1` is an essential thing to add to the end of the URL to order to bypass the login page

### Linking from Non-Actinic Pages

If you are using this code from outside the 'acatalog' folder then you will need to include a hidden form field of 'ACTINIC\_REFERRER=' where the value is your 'Catalog URL' from 'Advanced | Network Setup'. For example:

```
http://your.URL/cgi-bin/ss00000x.pl?PRODREF=12345&NOLOGIN=1&ACTINIC_REFERRER=http://your.URL/acatalog/
```

and also

```
<INPUT TYPE=HIDDEN NAME="ACTINIC_REFERRER"
VALUE="http://your.URL/acatalog/">
```

## Taking People Straight to a Section

If you want to link to section pages rather than products, then you will simply need to use a URL of the following format:

```
http://your.URL/cgi-bin/ss00000x.pl?SECTIONID=Section%5fPage%2html&NOLOGIN=1
```

Where:

- `http://your.URL/cgi-bin` is the URL of your CGI-BIN
- `ss00000x.pl` is the name of your search script with the 'x' replaced with your CGI ID number
- `Section%5fPage%2html` is the filename of the section page you want to link to.

---

**Note:** you have to encode any non-alphanumeric characters so an underscore '\_' becomes '%5f' and a full stop '.' becomes '%2e'.

---

- `&NOLOGIN=1` is an essential thing to add to the end of the URL to order to bypass the login page

---

**Note:** You will need to use the `&ACTINIC_REFERRER=` parameter described above when linking from non-Actinic pages.

---

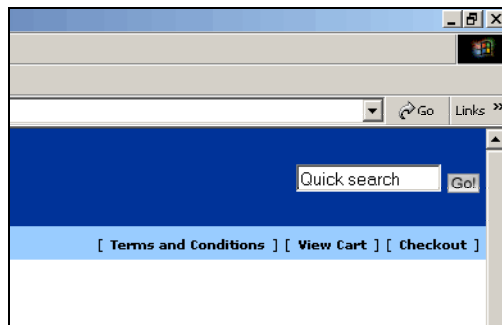
## Controlling Navigation Within The Store

### Only Using Certain Navigation Icons

The variables `NETQUOTEVAR:HEADERGUIDE` and `NETQUOTEVAR:FOOTERGUIDE` will insert a standard Actinic navigation bar in the following order: 'Home', 'Up a level', 'Store Top', 'Terms and Conditions', 'Search', 'View Cart', 'Checkout', 'Contact Us', 'Login'. It is, however, possible to insert only certain navigation buttons in a specific order.

This exercise will remove all navigation buttons except 'Terms and Conditions', 'View Cart' and 'Checkout'.

1. Open 'Act\_Primary.html' and delete `NETQUOTEVAR:FOOTERGUIDE`.
2. In its place, enter the following:  
`NETQUOTEVAR:NAVBININFO NETQUOTEVAR:NAVBCART NETQUOTEVAR:NAVBCHECKOUT`
3. Save your changes and preview to see the result.





---

**Note:** A full list of NETQUOTEVARs for individual navigation buttons can be found in the previous chapter.

---

It is also possible to break down a navigation item into its constituent elements. In other words, there are NETQUOTEVARs available for the link and alt-text for each navigation item. You can use these within the HTML of an overall layout template to include your own navigation objects that will link to Actinic online functionality. This is described below:

Variable	Example	Purpose
NETQUOTEVAR:NAVXXXXLINK	NETQUOTEVAR:NAVBCARTLINK NETQUOTEVAR:NAVINFOLINK	The link for a navigation icon.
NETQUOTEVAR:NAVXXXXTEXT	NETQUOTEVAR:NAVBCARTTEXT NETQUOTEVAR:NAVINFOTEXT	The description for a navigation icon.

## Inserting Custom Navigation Icons

Use the instructions here if you want to create a custom icon that points to a page outside of Actinic's functionality, or else to a page within your brochure site, and you want it to 'rollover' in the same way as the other icons.

Assuming that:

'returns1.gif' is the name of the normal icon image

'returns2.gif' is the name of the highlight icon image

'returns\_img' is the HTML name for the normal icon image

'returns.html' is the name of the file, within the 'acatalog' folder online, that you want to create a link to

This code will insert an image that rolls over:

```
<A HREF="returns.html" TARGET="_self"
onMouseOver="SwapImage('returns_img','returns2.gif') "
onMouseOut="RestoreImage()" ">
  
</a>
```

In order to preload the highlight image, which will make it appear more quickly online, then locate the following code within the <body> tag in Act\_Primary.html:

```
onLoad="NETQUOTEVAR:ONLOAD"
```

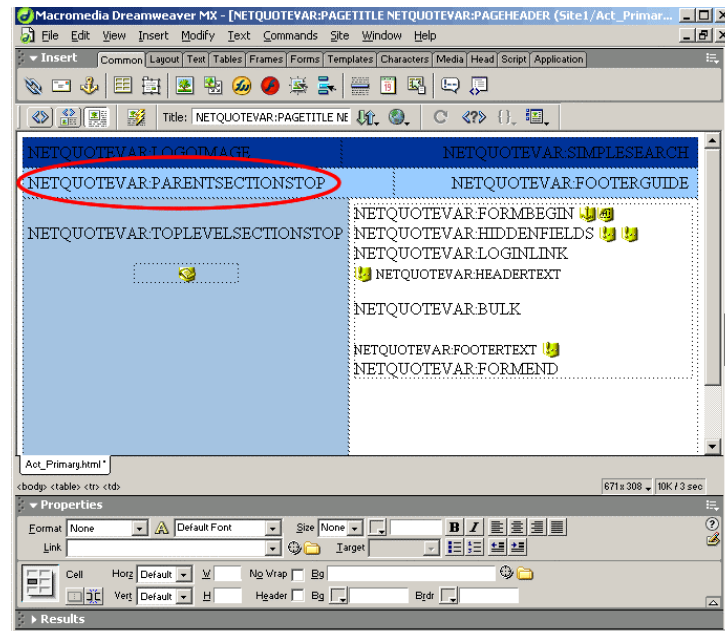
Change it to read

```
onLoad="NETQUOTEVAR:ONLOAD;PreloadImages('returns2.gif')"
```

## Inserting Parent Section Links into the Overall Layout Template

1. Go to 'Design | Themes' and change themes to 'Layout06'.
2. Open up 'Act\_Primary.html' for editing within Dreamweaver (or Notepad, or your chosen web-editing application).
3. Locate the HTML table row that contains NETQUOTEVAR:FOOTERGUIDE

- At the beginning of that row is a table cell not being used. Enter `NETQUOTEVAR:PARENTSECTIONSTOP` into this cell.



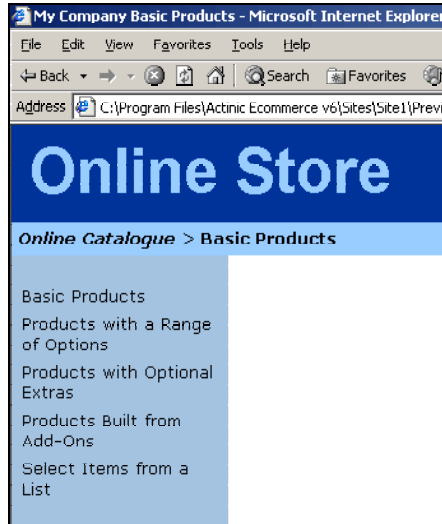
- Save the template.

We now need to remove the parent section links from the bulk of the page.

- Open `Act_ProductBody.html`.
- Edit the HTML code of the page and replace `NETQUOTEVAR:PARENTSECTIONSTOP` with `<!-- NETQUOTEVAR:PARENTSECTIONSTOP -->`

and replace `NETQUOTEVAR:PARENTSECTIONSBOTTOM` with `<!-- NETQUOTEVAR:PARENTSECTIONSBOTTOM -->`

This will prevent the parent section links from appearing on the main body of the page, but will still allow them to be used within the overall layout template.



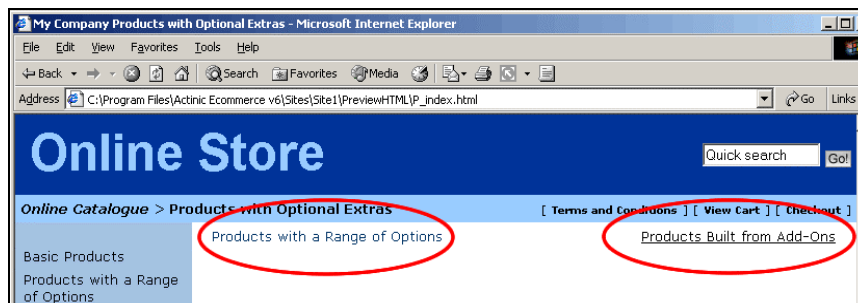
## Inserting 'Next' and 'Previous' Links

This exercise will insert links to 'sibling' sections in the online store. Sibling sections are sections that are next to each other in Actinic. The reason you may use this is if you sort all your products alphabetically within sections called things like 'A-C', 'D-F' etc. and you wanted to create links to take customers directly to the next (and previous) sections in the sequence.

Insert the following code within Act\_Primary.html (or whatever your overall layout template is called) just above the main bulk code in the template.

```
<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td>
      <a href="NETQUOTEVAR:PREV_SECTION_URL">
        NETQUOTEVAR:PREV_SECTION_NAME
      </a>
    </td>
    <td align="right">
      <a href="NETQUOTEVAR:NEXT_SECTION_URL">
        NETQUOTEVAR:NEXT_SECTION_NAME
      </a>
    </td>
  </tr>
</table>
```

This will insert links that look like the following:



# Dynamic Section Lists

---

## JavaScript Lists

Actinic gives you the ability to include dynamic section lists into the store pages. These section lists are automatically updated when you add new sections into your store. The section lists are built from a JavaScript array file (\*.js) that Actinic will create, maintain and upload. You then have to include your own JavaScript code into the overall layout templates for your store that will read the section details within this array and present the information to your customers.

The big advantage of this technology is that any web site anywhere on the internet can read this JavaScript array file and use the data within it. Therefore, any affiliate site on the Internet can include a list of the sections in your store that will direct customers straight through. The content of this section list will never be out of date as Actinic will always keep the JavaScript file up to date.

You can use one of the following variables within the <HEAD></HEAD> tags of the overall template to create the JavaScript array:

**NETQUOTEVAR:TOPLEVELSECTIONS\_RAW** - Will cause the generation of a JavaScript file called **Act\_sections.js** that contains all the names, URLs, image filenames, image heights and widths and section IDs of the **top-level sections** of the online store. Also creates the HTML in the store to incorporate that file.

In the HTML it becomes:

```
<SCRIPT LANGUAGE="JavaScript" SRC="Act_sections.js"></SCRIPT>
```

**NETQUOTEVAR:SECTIONTREE\_RAW** - Will cause the generation of a JavaScript file called **Act\_section\_tree.js** that contains all the names, URLs, image filenames, image heights and widths and section IDs for **every section** of the online store. Also creates the HTML in the store to incorporate that file.

In the HTML it becomes:

```
<SCRIPT LANGUAGE="JavaScript" SRC="Act_section_tree.js"></SCRIPT>
```

There is a third variable you can use - **NETQUOTEVAR:CHILDSECTIONS\_RAW**. This performs the same function as the variables already described (creating a JavaScript array containing the section details) but this variable will be substituted for the information about the sub-sections **within** the current section. In other words, the section information it contains will depend on what section page it is being used within. This placeholder works differently as it will actually embed the JavaScript array into the page when the pages are generated. It does not cause the creation of an external JavaScript file.

## Creating a Drop-Down List Containing the Top-Level Sections in the Store

This exercise will insert a drop-down list containing a list of top-level sections into the HTML of your store. As soon as a customer selects a section, they will jump to it.

1. Paste the following code within the <HEAD></HEAD> tags of the overall layout template(s) you are using in your store.

```
<!--@act NETQUOTEVAR:TOPLEVELSECTIONS_RAW -->
```

This will become the reference to the external JavaScript file 'Act\_sections.js'. It will also trigger the creation of 'Act\_sections.js'.

---

**Note:** The variable is within special 'Actinic Comments' (standard comments with '@act' inserted within it). This is to prevent the variable from disrupting the visual rendering of the page within Dreamweaver (or other visual HTML editors).

---

2. Underneath the variable, enter the following JavaScript (you will find it easier to copy this from an electronic document such as the Advanced User Guide):

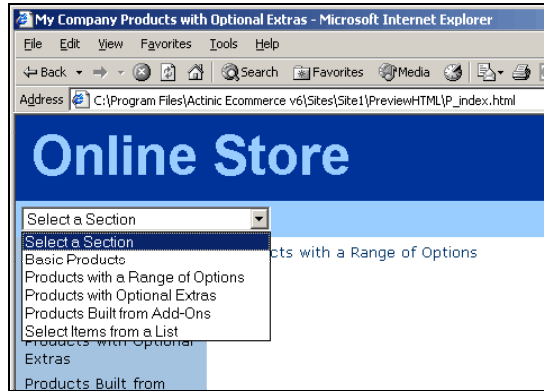
```
<SCRIPT LANGUAGE="JavaScript" TYPE="text/javascript">
<!--
/*****
*
* ACT_DropListBox - creates the HTML for the SELECT listbox
*
*****/

function ACT_DropListBox(ar)
{
    var strIDs = '<SELECT SIZE="1" NAME="ACT_droplstbox"
onChange="if(options[selectedIndex].value)
window.location.href=(options[selectedIndex].value)">'
    var sel = " SELECTED"
    strIDs += '<OPTION ' + sel + ' VALUE="">Select a Section</OPTION>'
    for (var i=1;i<=ar.length;i++)
    {
        if (ar[i].sURL !=null)
        {
            strIDs += '<OPTION VALUE="' + ar[i].sURL + '&ACTINIC_REFERRER=' +
escape(location.href) + '">' + ar[i].sName + '</OPTION>'
        }
    }
    strIDs+='\</SELECT>'
    return strIDs
}
//-->
</SCRIPT>
```

This code will read the information from the JavaScript array and lay it out as a drop-down list.

3. Enter the following code where you want to insert the drop-down list in the main body of the page:

```
<form name="Act_SectionDroplist">
    <script
language=Javascript1.1>document.write(ACT_DropListBox(sections))</script>
</form>
```



If you get spacing problems in the previewed store (i.e. there is unwanted space either above or below the drop-down list), try moving the `<form>` tags outside of any `<td>` tags.

If you are including the section list form within the bulk of a page, you will need to precede the code with the following line:

```
</FORM>
```

and then enter the following lines after the form code:

```
<FORM METHOD=NETQUOTEVAR:CGIMETHOD ACTION="NETQUOTEVAR:CGIURL">
```

```
<INPUT TYPE=HIDDEN NAME="SHOP" VALUE="NETQUOTEVAR:SHOP">
```

This is to ensure the continuation of the main store page form either side of the special section drop-down form.

## Inserting A List of Hyperlinks To The Sections In Your Store

This code will create a section list in the following style:

```
First Section
```

```
  Subsection 1
  Subsection 2
```

```
Second Section
```

```
  Subsection 1
  Subsection 2
```

It only covers a single depth of subsections, but it is an attractive way to display your sections to your customers.

To begin, insert the following code into the `<HEAD></HEAD>` section of the overall layout template(s):

```
<!--@act NETQUOTEVAR:SECTIONTREE_RAW -->
```

```
<SCRIPT LANGUAGE="JavaScript" TYPE="text/javascript">
```

```
<!--
```

```
function SectionList(ar)
```

```
{
```

```
var strIDs = '<table border=0 width=95% cols=2>';
```

```
for (var i=1;i<=ar.length;i++)
```

```
{
```

```
if (ar[i].sURL !=null)
```

```
{
```

```
strIDs += '<tr><td colspan=2><a href="' + ar[i].sURL + '"><span class="actxsmall">' + ar[i].sName + '</span></a></td></tr>';
```

```
{
```

```
if (ar[i].pChild)
```

```

{
for (var j=1;j<=ar[i].pChild.length;j++)
{
if (j <= ar[i].pChild.length)
{
strIDs += '<tr><td><img src=shim.gif width=5></td><td><a href="' +
ar[i].pChild[j].sURL + '"><span class="actxxsmall">' +
ar[i].pChild[j].sName + '</span></a></td></tr>';
}
}
}
}
}
}
strIDs += '</table>'
return strIDs
}
//-->
</SCRIPT>

```

Again, it will be much easier to copy and paste the above code from an electronic document like the Advanced Users Guide.

Then paste the following code into Act\_Primary.html where you want the list to appear.

```

<script language=Javascript1.1>
    document.write(SectionList(section_tree))
</script>

```

# Custom Properties

---

## Adding User Definable Fields

'Custom Properties' are extra fields you can define in addition to the 'core' fields of 'Short Description', 'Full Description' etc. An example of a use of this would be a bookshop. You might want to have an 'Author' value, a 'Number of Pages' value and a 'First Published' value against each book.

Instructions on creating custom properties are in 'Custom Properties | Creating User-Definable Fields' in the main help file.

In order to include the custom property values into the online store, you need to add in a special variable called a 'CUSTOMVAR' into the templates in the store.

CUSTOMVARs take the format:

```
CUSTOMVAR : PROPERTYNAME
```

Where 'PROPERTYNAME' is the text in the 'Custom Property Name' field in 'Advanced | Custom Properties'. This is basically the name of your custom property converted to uppercase, with any spaces or other characters converted to underscores ('\_').

The values for custom properties can be defined in three places. This controls which templates you can insert the CUSTOMVAR in.

- **Design Options | Site Defaults** – You can place the CUSTOMVAR within any Actinic template anywhere within the store, and it will be substituted for the value defined here.
- **Section | Properties** – The CUSTOMVAR can be placed within the section link layout template for this section in order for the custom property value to appear in the section link. Also, the custom property value is available throughout the entire section page for this section, so you can put the CUSTOMVAR within any template that are used by the section page and it will use the value. This will override any values defined for this custom property in 'Design Options | Site Defaults'.
- **Product | Properties** – The CUSTOMVAR can be used within the product layout template and within any templates used by the product (e.g. price, component, attribute etc.). This will override any values defined for this custom property in 'Design Options | Site Defaults' or in the 'Properties' tab of the section.



## Examples of CUSTOMVARs

Let's say you were going to use custom properties to create a second product image for each product.

Firstly, you would need to create a new custom property in 'Advanced | Custom Properties' called 'Second Image'. The CUSTOMVAR for this would be 'CUSTOMVAR:SECOND\_IMAGE'.

Then for each product, you can define a value for 'Second Image' within the 'Properties' tab. Remember that you would need to select 'Is File Name' in order to ensure that your second product image is uploaded to the store.

To display the second product image online, you would need to insert code similar to the following somewhere in your product layout template:

```

```

Alternatively, you can also use CUSTOMVARs to include the content of a file into the web page.

Simply create a custom property in 'Advanced | Custom Properties' called 'Extra Text'. Then, the value you would enter for the custom property would be the file name of a text file containing the extra text. Just remember to tick 'Is File Name' and 'Use File Content'.

---

**Note:** It is possible to include any NETQUOTEVARs and CUSTOMVARs within this custom file that are 'within scope' - i.e. will have valid values available.

---

In the template then, you would only need to include 'CUSTOMVAR:EXTRA\_TEXT' where you want your extra text to be inserted.