



Marketplace 6.5

uStores Layout Guide

May 2013

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About this Guide

The *Marketplace 6.5 uStores Layout Guide* is for administrators in charge of maintaining mall-level layout for Marketplace uStores. This guide is also for web designers who have been given administrative access. In addition, this guide is for store managers who must maintain stores (particularly stores in single-store mode) and for web designers who have been given store manager access.

This guide describes how to use the features of the Marketplace Operations Center that pertain to the look and feel of the uStores mall.

About TouchNet Marketplace

Marketplace 6.5 gives you the tools to design, build, and maintain online shopping that meets the special requirements of campus e-commerce. Through the uStores shopping mall, your customers can shop for products, place those products in a shopping cart, and then take that cart through the online checkout process and accept a secure payment.

The Marketplace Operations Center allows you to build and manage your uStores shopping site.

To Contact Customer Care

For technical assistance, continuing customer support, or other questions, contact us at:

Telephone:	888-621-4451 or 913-599-6699
Fax:	913-599-5588
E-mail:	CustomerCare@touchnet.com
Web site:	https://clientcommunity.touchnet.com/web
Address:	TouchNet Information Systems, Inc. 15520 College Boulevard Lenexa, Kansas 66219

TouchNet Customer Care is available Monday through Friday between 7:00 a.m. and 7:00 p.m. Central Time. Extended support hours are available by agreement with TouchNet.

1.0 Introduction to uStores Layout

Configuration settings within the Marketplace Operations Center allow you to make decisions about the web page elements that your customers will see. Some of these settings are relatively simple, such as the images that you upload for the uStores header and the splash page. Other settings are more complex and require advanced skills, such as the ability to write HTML or the ability to edit a style sheet. By taking control of the advanced skills, you can make major changes to the uStores site's look and feel. You can even add completely new page elements.

In this guide, we'll talk about both the simple configuration settings as well as the more advanced configuration skills. We'll discuss all the settings that potentially affect the look and feel of your uStores site.

About Advanced Configuration

Many schools that use Marketplace decide to modify the look and feel of the uStores mall so that it resembles existing campus web sites. Typically, this involves uploading style sheets so that school colors and approved fonts are used, and adding additional page elements via Marketplace's HTML fields. When customers then navigate from a campus portal web site to Marketplace, they will experience a consistent environment.

This guide was created to help you become familiarized with the wealth of opportunities that exist for modifying the look and feel of Marketplace uStores.

Sections in this Guide

This guide is divided into the following sections:

- **What Customers See**—This section describes the layout of Marketplace uStores. It describes the Marketplace mall, store categories, product categories, the shopping cart and checkout pages, My Account, and stores.
- **Layout Settings**—This section describes the administrative settings that impact the look and feel of the Marketplace mall. This section also describes the store-level settings that impact the look and feel of stores, with special emphasis on stores in single-store mode. These modifications include the use of splash images and header images, downloading and uploading style sheets, the use of store categories and product categories, and the use of HTML in the special announcement field.
- **uStores HTML and CSS**—This section describes the HTML code structure of web pages in uStores. It provides a basic understanding of how the uStores style sheets are can be used to make look and feel modifications, and it contains examples of typical style sheet edits and HTML additions.
- **Validation**—This section is a reference of the allowable HTML tags and CSS properties, as well as the the forbidden HTML tags.

Part 1:
What Shoppers See

2.0 What Shoppers See

This section describes what shoppers will see in the Marketplace shopping application, uStores.

Before you start using the Marketplace Operations Center to create stores, you need to understand what stores look like. So before we plunge into the plethora of settings that can be used for establishing stores, this section provides you with a detailed overview of what you can expect your customers to see.

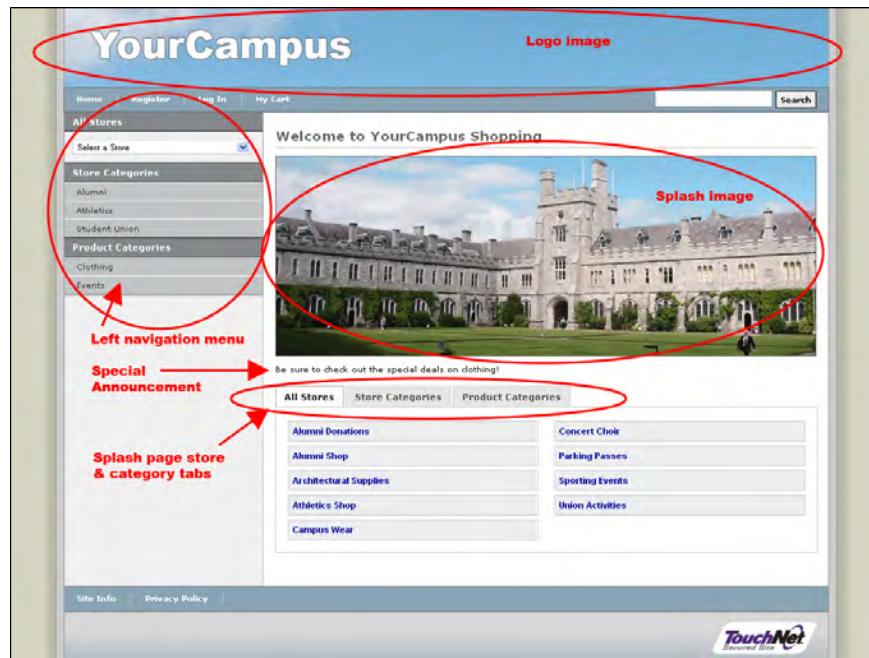
2.1 What Shoppers See: The Mall

Marketplace stores are displayed by default to shoppers in the uStores mall. The uStores mall is a collection of stores that can be used as a retail center for commerce by your campus. For example, the Athletics Department can sell tickets for sporting events. The Student Union can sell campus clothing. The Alumni Group can take donations. The English Department can set up registrations for writing seminars. Etc., etc. etc.

The uStores mall is a collection of all the stores that are set up by these departments or groups. Stores in the uStores mall are arranged via "Store Categories" into various groupings in ways that make sense to your school. For example, all the Student Union-related stores might be placed in store category called "Student Union." All the stores related to the Athletics Department might be placed in a store category called "Athletics."

Products in the uStores mall can be arranged via "Product Categories." For example, all clothing products, regardless of the stores, can be placed in a category called "Apparel." Or all campus events (sporting events, seminars, theatrical productions, etc.) can be placed in a category called "Events."

Here is an example that shows what a campus mall might look like, with the major components of the page labeled.



Notice that store categories and product categories are available in the left navigation menu. In addition, store categories and product categories are available from the tabs below the mall splash image.

Header Image

The header image appears as the page header for all pages throughout the uStores mall (except for stores in single-store mode, which can use their own header image). This image is configured on the Image Settings page in the System Administration section of the Operation Center:

System Administration > Settings > Images

Header images can be uploaded in whatever size you think is necessary. However, unless you modify the mall style sheet, we recommend the default size of 960 pixels wide by 100 pixels high.

Splash Image

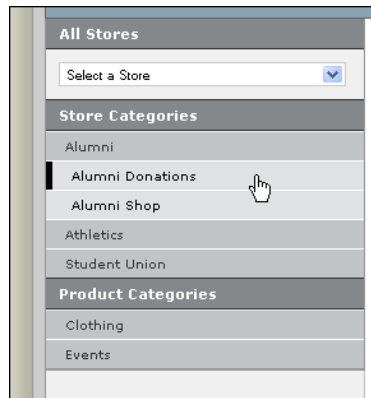
The mall splash image only appears on the mall's home page. You can use this image to provide shoppers with a visually appealing design when they first arrive on the sight. This image is configured on the Image Settings page in the System Administration section of the Operation Center:

System Administration > Settings > Images

The splash image can be uploaded in whatever size you think is necessary. However, unless you modify the mall style sheet, we recommend the default size of 680 pixels wide by 250 pixels high.

Left Navigation Menu

The left navigation menu provides an easy means for your customers to navigate quickly to stores and product categories.



Specific stores can be reached in one of two ways: 1) the All Stores dropdown menu can be used to select any store and 2) the Store Categories can be clicked to reveal the stores available within each category.

In the above example, the store category named "Alumni" has been clicked to reveal two stores: Alumni Donations and Alumni Shop.

Product Categories can be used to group similar products from across stores throughout the mall. For example, clothing in the Alumni Shop, clothing in the Athletics Shop, and clothing in the Student Union's Campus Wear store can all be combined in the product category named "Clothing."

The system administrator is responsible for creating store categories and product categories that can be used by all the stores in the mall. Store categories can be configured on the Store Categories page in the System Administration section of the Operation Center:

System Administration > Settings > Store Categories

Product categories can be configured on the Product Categories page in the System Administration section of the Operation Center:

System Administration > Settings > Product Categories

The system administrator can create as many store categories or product categories as necessary for your campus's uStores mall.

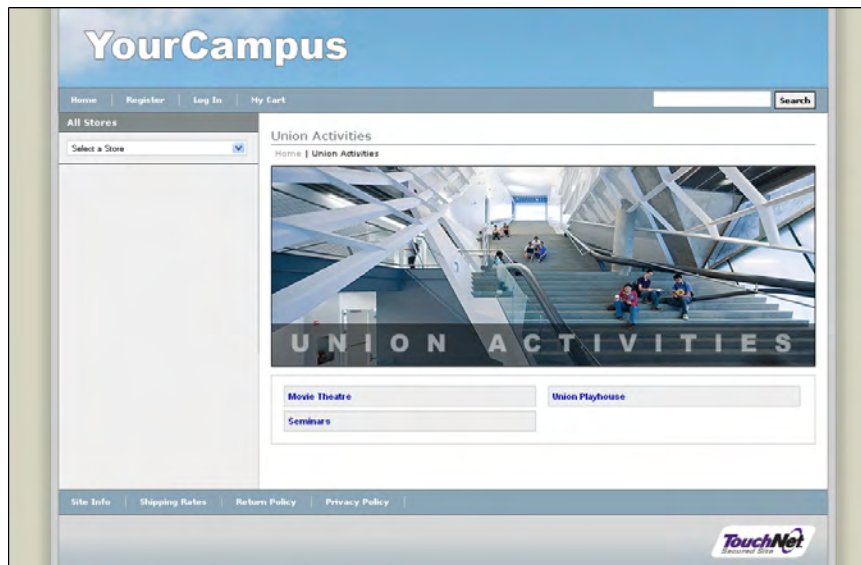
Note: You can modify the look of the left navigation menu by making style sheet edits. For more information, see ["The Left Navigation Menu" on page 158](#)

About Building the Left Navigation Menu

The administrator and store managers must work together in order to build the left navigation menu. The administrator must create store categories and product categories that are appropriate for your uStores mall. We strongly recommend that the administrator consult the store managers regarding categories that would be useful and helpful for shoppers. Once these

categories are created, store managers can assign their stores to store categories and their products to product categories.

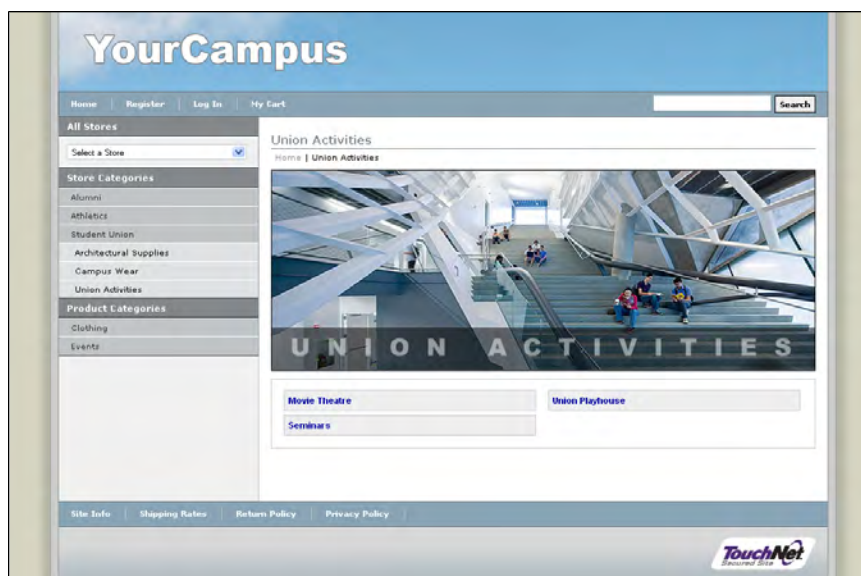
Here is an example of a left navigation menu BEFORE store or product categories have been created:



No categories have been created for this mall.

In the above example, no store categories or product categories have been created. Notice how the left navigation menu is empty except for the All Stores dropdown menu.

The following example shows an example left navigation menu AFTER the administrator and store managers have worked together to build appropriate categories:



Several categories have been created for this mall.

In the above example, the administrator created three store categories and two product categories. The store managers then associated their stores with the appropriate store categories and their products with the appropriate product categories.

More About Store Categories

Store categories allow you to arrange stores into logical groups. This becomes increasingly important as the number of stores grows in your Marketplace mall.

Instead of merely listing all the mall's stores in a long list, you can create store categories so that shoppers can see at a glance the types of stores that exist in the mall. For example, an Alumni group might have several stores, and these can all be grouped together in a store category called "Alumni." Likewise all the Student Union stores could be grouped together. Or all the Athletics Department stores could be grouped together.

Once store categories are created by an administrator in the System Administration section of the Operation Center, store managers then see a selection box on the Store General Settings page for each store:

[merchant name] > Stores > [store name] > Store Settings > General

The selection box for Marketplace Store Category Assignments allows store managers to assign their stores to one or more store categories.

The Importance of Using Store Categories

Prior to Marketplace 6.5, the name of every store was always visible in the left navigation menu. For schools with lots of stores, the left navigation menu quickly became a long and unwieldy list of store names. In some cases, the list extended far down the page, forcing shoppers to search through many store names in order to find the stores that interested them.

Now, by using store categories, Marketplace administrators and store managers can group stores in ways that will reduce the length of the left navigation menu and help shoppers quickly find stores.

We strongly recommend that 1) your Marketplace administrator create store categories and 2) your store managers assign their stores to these categories. By taking these actions, you will help build the left menu and provide your shoppers with more navigation options.

Important! If you DO NOT create store categories and assign stores to these categories, shoppers will only find store names in the left navigation menu by opening the All Stores dropdown menu.

Top Navigation Menu

The top navigation menu appears on every page in the uStores mall. It appears on all store pages. It appears on the cart and checkout pages.

Here is an example of the top navigation menu:



The top navigation bar sits at the bottom of the header.

The top navigation menu contains the following information:

- **Home**—the Home link takes shoppers to the mall home page.
- **Register**—the Register link allows shoppers to become registered users by creating their own account, which can be used for storing payment method information, address information, and other contact information. Registered users also have access to their purchase history. In addition, some stores (private stores) may require shoppers to be registered users.
- **Log In**—the Log In link allows registered users to log in.
- **My Cart**—the My Cart link takes shoppers to their shopping cart.
- **Search**—the Search functionality allows shoppers to search stores and products.

Note: You can modify the look and feel of the top navigation menu by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Bottom Navigation Menu for the Mall

The bottom navigation menu for the uStores mall provides links to additional web pages. Here is an example of the bottom navigation menu:



The bottom navigation menu provides various links.

The bottom navigation menu links are described in the following tables:

What Do the Bottom Navigation Links Look Like?

Link Name	Is the link optional?	Can the link text be customized?	Where can the link be configured?
Site Info	Yes	Yes	Enable button and link text field on the General Settings page (see page 63).
Privacy Policy	Yes	Yes	Enable button and link text field on the General Settings page (see page 63).*
Help	Yes	Yes	Enable button and link text field on General Settings page (see page 63). *
Accessibility	Yes	Yes	Enable button and link text field on General Settings page (see page 63).*

Link Name	Is the link optional?	Can the link text be customized?	Where can the link be configured?
Contact Us	Yes	No	The "Default contact e-mail address for the site" field on the General Settings page (see page 63). An entry in this field causes the "Contact Us" link to appear. Each store can have it's own "Contact Us" e-mail address. For more about how this link can change on store pages, see "Bottom Navigation Menu for Stores" on page 43 .

*Can be configured separately for stores in single-store mode (see [page 51](#)).

What Do the Bottom Navigation Links Do?

Link Name	What happens when the link is selected?	Can the info page be edited?	Comments
Site Info	A modal window appears that contains the Site Info page.	The Site Info page can be customized by using the Site Info HTML field on the General Settings page (see page 63).**	The Site Info page can be used to display basic information about the site or about how to use the site.
Privacy Policy	A modal window appears that contains the Privacy Policy page.*	The Privacy Policy page can be customized by using the Privacy Text HTML field on the General Settings page (see page 63).**	The Privacy Policy link page displays information about the campus policy toward user privacy. TouchNet strongly recommends that you develop policies regarding the privacy of shoppers' data and the use of unsolicited bulk e-mail.

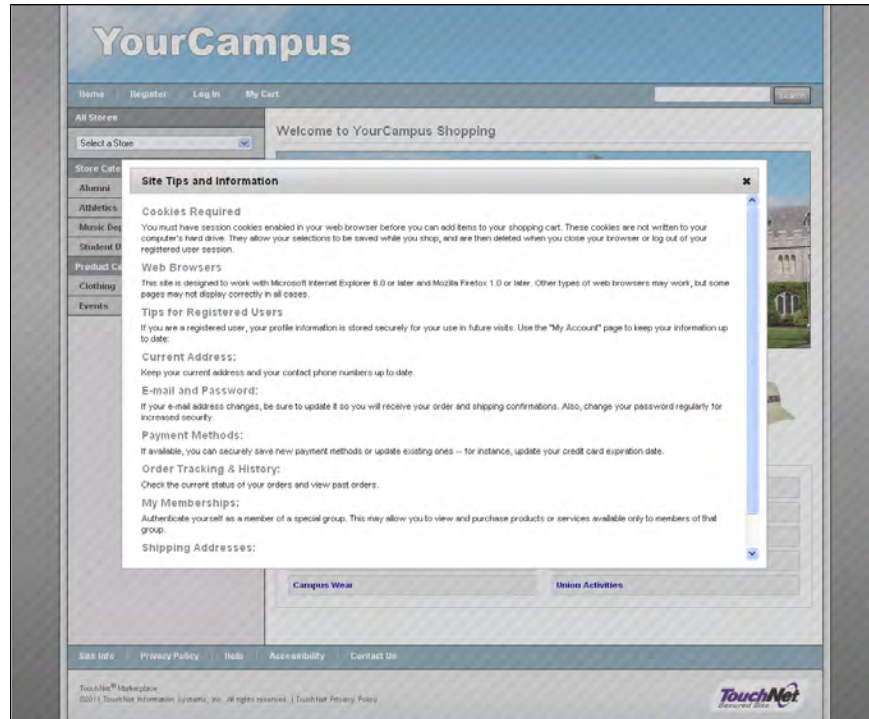
Link Name	What happens when the link is selected?	Can the info page be edited?	Comments
Help	A modal window appears that contains the Help page.*	The Help page can be customized by using the Help HTML field on the General Settings page (see page 63).**	The Help page displays information about how to use the site.
Accessibility	A modal window appears that contains the Accessibility page.*	The Accessibility page can be customized by using the Accessibility HTML field on the General Settings page (see page 63).**	The Accessibility page displays information about the campus policy toward user accessibility. TouchNet strongly recommends that you develop policies regarding user accessibility.
Contact Us	A new message is opened in the customer's default e-mail client	Not applicable.	When shoppers select the Contact Us link, their default e-mail software application will be launched so that the shopper can send a message to the uStores contact e-mail address.
<p>*Can also be configured with a URL to launch a web page in a separate browser window. This web page may exist on any web server that is accessible to your customers.</p> <p>**Can be configured separately for stores in single-store mode (see page 51).</p>			

The bottom navigation menu contains additional links when store pages are displayed. For more about the bottom navigation menu for stores, see . **"Bottom Navigation Menu for Stores" on page 43**. And parts of the bottom navigation menu are optional and customizable for stores in single-store mode. For more about the bottom navigation menu for stores in single-store mode, see **"Optional Page Elements" on page 51**.

Note: You can modify the look and feel of the bottom navigation menu by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Modal Windows

Modal windows are used to display several pages that contain additional information. These windows are superimposed on the uStores pages and are opened via links in the bottom navigation menu.



Modal windows are used to display additional site information.

Modal windows are used with the following links in the bottom navigation menu:

- Site Info
- Privacy Policy
- Help
- Accessibility

For more about configuring the info pages that are displayed when these links are selected, see ["Bottom Navigation Menu for the Mall" on page 12](#).

In addition, when you are on a store page, modal windows are used with the following additional links in the bottom navigation menu:

- Shipping Rates
- Return Policy

For more about configuring these store-level info pages, "[Bottom Navigation Menu for Stores](#)" on page 43.

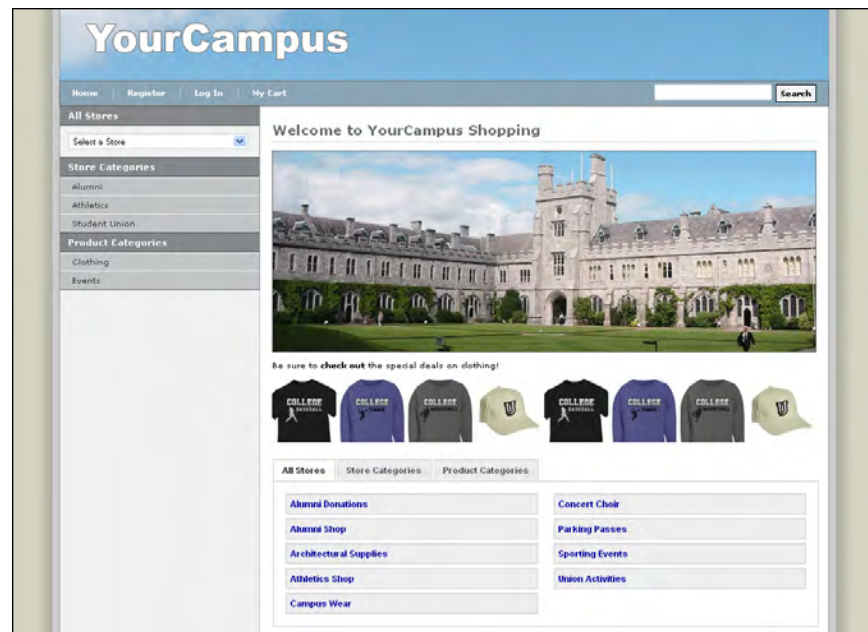
Parts of the bottom navigation menu are optional and customizable for stores in single-store mode. For more about the bottom navigation menu for stores in single-store mode, see "[Optional Page Elements](#)" on page 51.

Special Announcements

The mall's special announcement field appears below splash images. You can use this field to provide shoppers with key information about your uStores mall. For example, you can use this field to tell shoppers about a sale or clearance items.

The special announcement field accepts HTML. This presents many options for enhancing the look of announcements (such as adding bold text or changing the text color). Advanced users with experience coding HTML can even add additional design elements via the special announcement field (such as HTML tables or images).

Here is an example mall home page in which HTML was used with the special announcement field to add sample product images to the page design:



In this example, the clothing thumbnails were added via the mall's special announcement field.

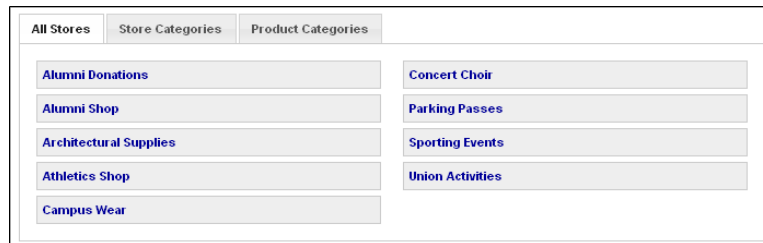
By introducing new HTML to the mall home page, you can potentially add major new elements to the mall home page that can enhance the shopping experience for your customers.

Note: You can further modify the look and feel of the special announcement by making style sheet edits. For more information, see "[Style Sheet Edits](#)" on page 127.

Home Page Tabs

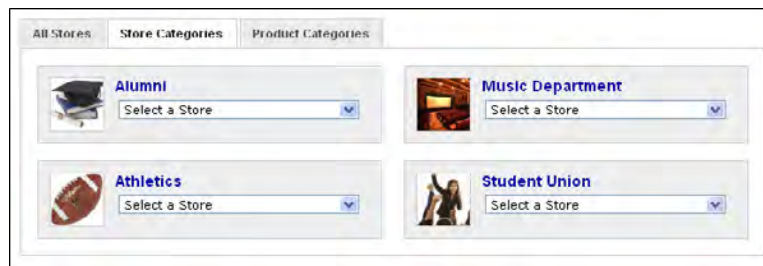
Tabs are located below the splash image on the mall home page. These tabs provide customers with an easy way to navigate to specific stores or product categories.

The first tab is a simple list of all the stores in the mall.



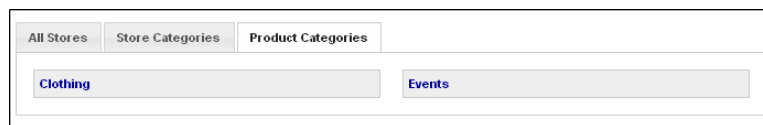
The All Stores tab is a list of all the stores created for the mall view.

The second tab, Store Categories, displays dropdown menus that can be used for navigating to stores within each category.



The Store Categories tab displays a dropdown menu for each store category.

The third tab, Product Categories is a simple list of all the product categories that have been created for the mall.



The Product Categories tab is a list of all the product categories.

Note: If no store categories have been created, you will not see this tab. Likewise, if no product categories have been created, you will not see this tab.

The system administrator is responsible for creating store categories and product categories that can be used by all the stores in the mall. Store categories can be configured on the Store Categories page in the System Administration section of the Operation Center:

System Administration > Settings > Store Categories

Product categories can be configured on the Product Categories page in the System Administration section of the Operation Center:

System Administration > Settings > Product Categories

The system administrator can create as many store categories or product categories as necessary for your campus's uStores mall.

Note: You can modify the look and feel of the home page tabs by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

About Building the Mall Home Page Tabs

All stores that are online will appear on the All Stores tab. All store categories for which stores have been assigned will appear on the Store Categories tab. And all product categories for which products have been assigned will appear on the Product Categories tab. Only top-level product categories will appear on the this tab (i.e., .sub-level product categories do not appear).

The Store Categories tab will not appear if no stores have been assigned to store categories or if no store categories have been created. Likewise, the Product Categories tab will not appear if no products have been assigned to product categories or if no product categories have been created.

As with the left navigation menu, we strongly recommend that 1) your Marketplace administrator create both store categories and product categories and 2) your store managers assign their stores to these store categories and their products to the product categories. By taking these actions, you will help build content for the mall home page tabs and provide your shoppers with more navigation options.

Important! If you DO NOT create categories and assign stores and products to these categories, the mall home page tabs will not appear, except for the All Stores tab.

Mall Style Sheets

Many schools that use Marketplace decide to modify the look and feel of the uStores mall so that it resembles existing campus web sites. Typically, this involves using school colors and approved fonts so that a consistent look and feel is maintained as customers navigate from a campus portal web site to Marketplace.

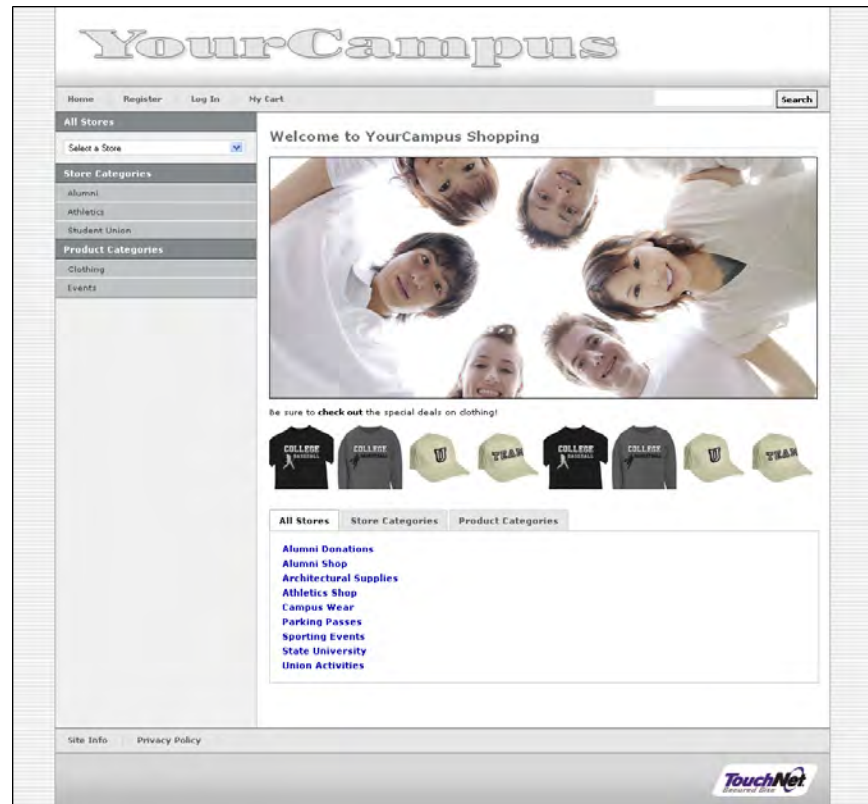
By editing the Marketplace style sheet, you can take greater control of how the uStores mall is displayed. For example, you can choose whether the site should be centered or left justified. You can choose whether the header and footer should span the entire browser window or be limited to a set pixel width. You can change background colors, font families, font sizes, link colors, and many other page elements.

Important! Any major changes to the mall style sheets should be performed by an experienced web designer. Faulty CSS code can cause the mall to stop loading correctly in the web browsers of your customers.

System administrators can download and upload style sheets that determine the look-and-feel of the uStores mall by using the Mall Style Sheet Settings page in the System Administration section of the Operation Center:

System Administration > Settings > Style Sheets

Here is an example of a mall that has been customized with style sheet changes. Compare this example with the mall example from earlier in this section.



Notice how some of the background colors have been changed in this example.

Here is a list of some of the changes that can be made to the look-and-feel of the uStores mall through style sheet changes:

Modifying site layout

- Using a centered layout
- Using a left-justified layout
- Modifying the width of the content areas

Modifying background colors

- Modifying the header background color
- Modifying the footer background color

- Modifying the background color of the top navigation menu
- Modifying the background color of the left navigation buttons
- Modifying the background color of the bottom navigation menu
- Modifying the main content background color
- Modifying the margin colors
- Modifying the width and color of borders

Modifying link colors

- Modifying the link color used in the breadcrumbs
- Modifying the link color used in the top and bottom navigation menus
- Modifying the link color used in the main content area
- Modifying the link color used in the footer

This is a small sampling of the types of changes that can be accomplished by making style sheet changes. More advanced users with experience coding CSS can make more far reaching changes to the mall's look and feel, particularly when combining customized CSS with customized HTML (as is allowed with the special announcement field).

For more information about editing style sheets, see ["Style Sheet Edits" on page 127](#).

2.2 What Shoppers See: Product Categories

There are two types of product categories in Marketplace:

- Mall-level product categories — These product categories appear in the left navigation menu and include products from all stores in the mall.
- Store-level product categories — These product categories appear within individual stores. Each store has its own set of product categories. The product categories for a single store only show products for that one store.

Product categories can be used to help organize products in ways that can be valuable to shoppers and help them quickly find the products that they desire. Instead of going to a specific store and then browsing the products that it offers, the shopper can select a product category that fits their needs and then view the products in that category.

In this section, we'll discuss mall-level product categories. We'll discuss store-level product categories in ["What Shoppers See: Stores" on page 35](#).

Product Categories Layout

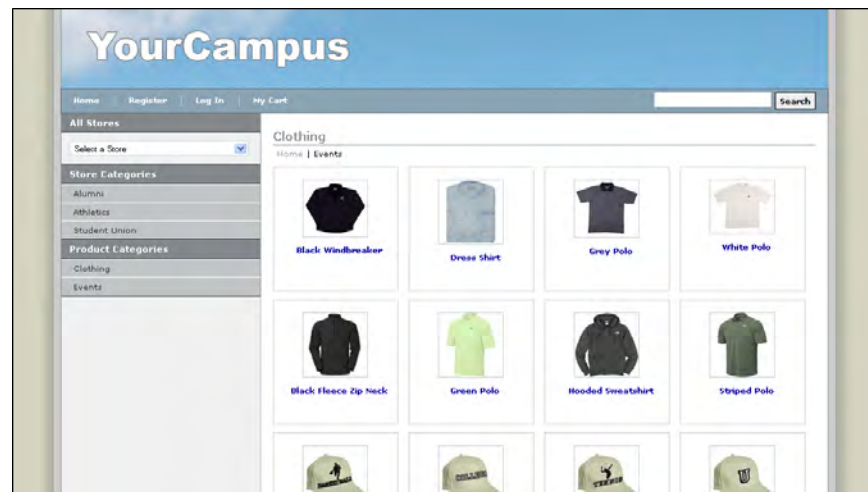
Administrators can create mall-level product categories that can be used for all stores in the uStores mall. For example, all clothing products, regardless of the stores, can be placed in a category called "Apparel." Or all campus events (sporting events, seminars, theatrical productions, etc.) can be placed in a category called "Events."

Mall-level product categories can be configured on the Product Categories page in the System Administration section of the Operation Center:

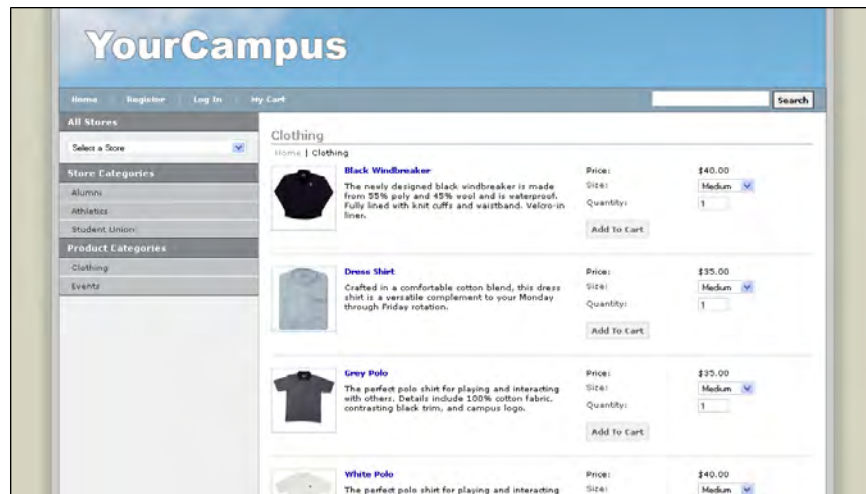
System Administration > Settings > Product Categories

Product categories are displayed on product category pages in the uStores mall. Three layout options are available for product category pages: 1) the thumbnails option displays a product thumbnail image (and a name) for each product in the category, 2) the detailed option displays product thumbnails with accompanying short product descriptions, prices, and option menus (plus the Add to Cart button appears for each product), and 3) the name-and-price layout option displays a table that includes rows for each product (which show the product names and prices).

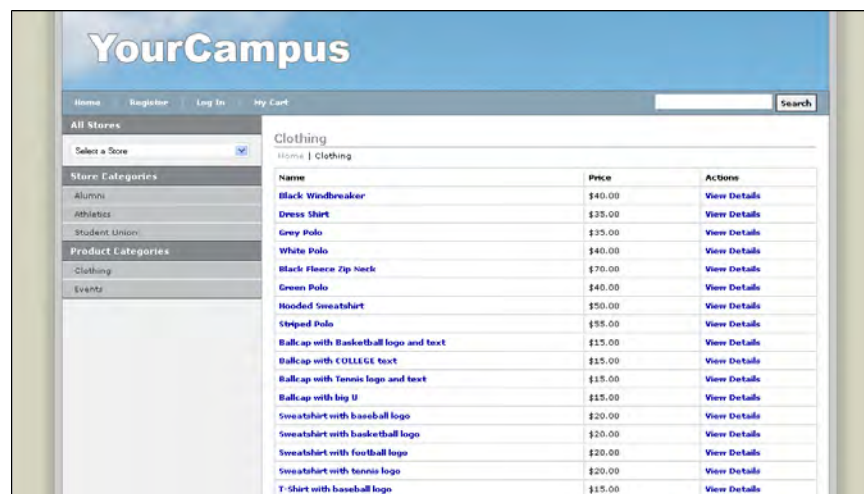
The following examples show the three layout options for the product category pages:



The thumbnails layout for a sample product category page.



The detailed layout for a sample product category page.



The name-and-price layout for a sample product category page.

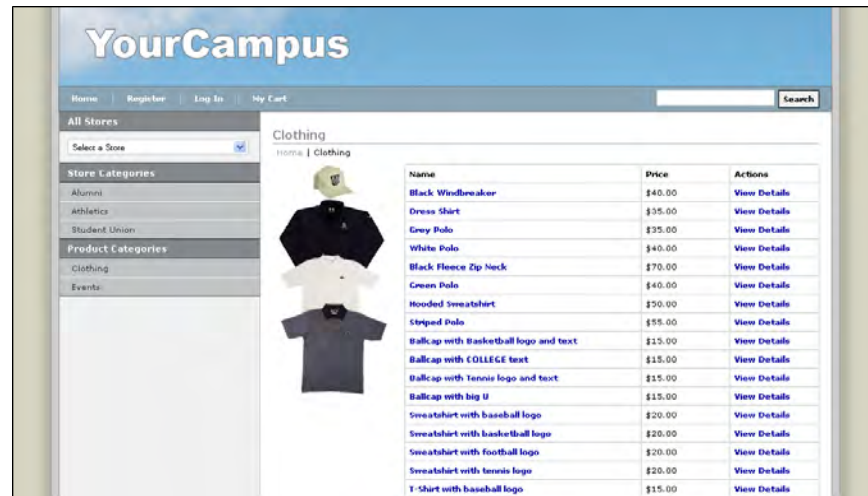
Note: You can modify the look and feel of the product category pages by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Using a Product Category Side Banner

In addition to the layout options described above, product category pages can be configured to display a side banner. This image will appear to the left of the products.

We recommend that you be careful using the product category side banner because it reduces the real estate afforded thumbnails and product descriptions. Product category pages can also look out of balance and chaotic when poorly designed side banners are used with category pages. We recommend relatively simple images. Category side banners work well with the name-and-price layout.

Here is an example of a category side banner used with the name-and-price layout.



When used with the name-and-price layout, a category side banner can help create an appealing design.

The name-and-price layout doesn't use images for the products, so by using a category banner you can give customers a peek at some of the products within a category while also deriving the benefits of the condensed layout afforded by the tabular display of product names and prices. This layout option works especially well with large numbers of products, in which the display of large numbers of thumbnails might delay the display of a product category page (as each image downloads to the shopper's browser).

Note: By default, category banners can be no larger than 150 pixels wide by 300 pixels high.

2.3 What Shoppers See: The Cart

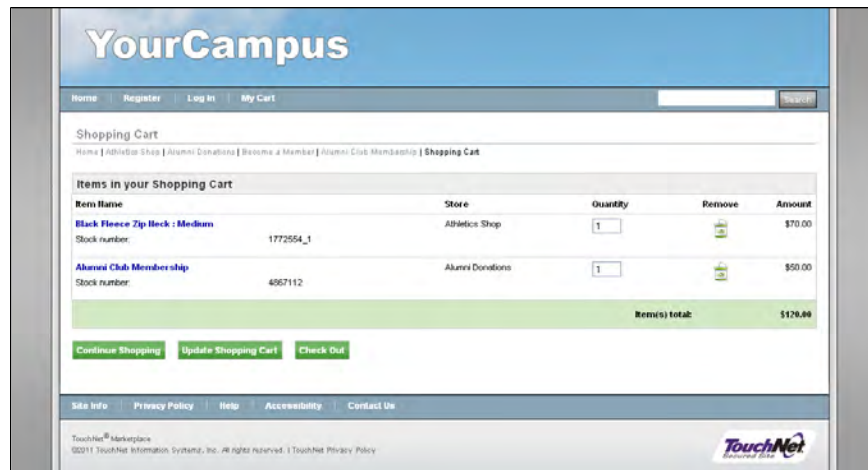
The shopping cart and checkout pages share some of the same layout as the mall. The mall header image appears, the top navigation bar appears, and the footer appears. Many of the same background image and colors still apply. But the left navigation menu no longer appears once customers are in the shopping cart and checkout.

Note: You can modify the look and feel of the shopping cart and checkout page by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

The Shopping Cart

The shopping cart shows shoppers the items that they are considering purchasing. A table displays each product that has been added to the shopping cart. Each product appears in a separate table row that displays item name, item options, store name, quantity and dollar amount.

Here is a sample shopping cart page:

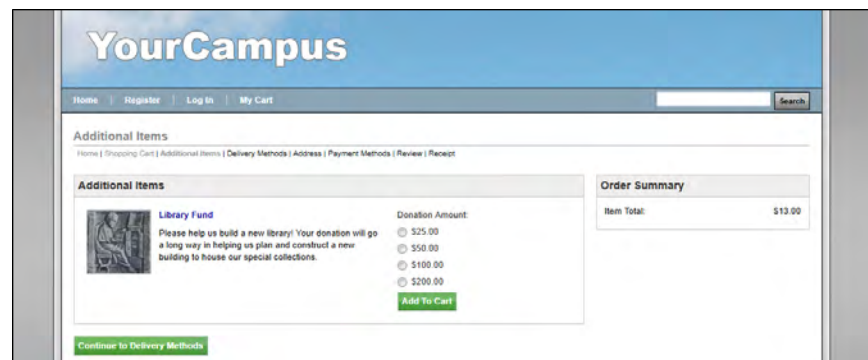


The shopping cart page contains many of the same design elements as the mall.

The layout of the shopping cart can only be changed via modifications to the style sheet that governs the cart and checkout style sheets. There are no elements on these pages that can be changed with the Marketplace Operations Center—except for stores in single-store mode.

The Checkout Pages

The checkout pages lead shoppers through the process of purchasing items from your Marketplace stores. Here are the main pages that are part of the checkout process, with notes on situations in which the pages will not appear.



The Additional Items page.

Additional Items page—By offering your shoppers additional items during checkout, you can help increase revenue by bringing special items to the attention of your customers. These items appear on the Additional Items page. This page will only appear if the cart contains products from a store that has been configured with one or more "additional items."

The Delivery Method page.

Delivery Methods page—This page allows the shopper to choose a delivery method for each item in their shopping cart. For orders that require no shipping (such as digital products), the Delivery Methods page is skipped.

The Delivery Address page.

Delivery Address page—The Delivery Address page will always appear; however, if no shipping is required, this page will only ask for the shopper's e-mail address. An e-mail address is always required for Marketplace transactions.

YourCampus

Home Register Log In My Cart

Payment Methods

Home | Shopping Cart | Delivery Methods | Address | Payment Methods | Review | Receipt

Payment Method

Use the table below to select the payment methods for the Order Items. After you select the payment methods for your Order Items, you can fill in the rest of the payment information by choosing the Continue button.

	INTERAC	Master Card	Visa	Electronic Check
Black Fleece Zip Neck - Medium	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Alumni Club Membership	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

[Continue](#)

Electronic Check - Electronic payments require a bank routing number and account number. Payments can be made from a personal checking or savings account. No corporate checks allowed, i.e. credit cards, home equity, traveler's checks, etc.
Credit Card - Available credit card issuers:
VISA MasterCard
INTERAC Online - The INTERAC Online service allows you to pay directly from your bank account.
Trade-mark of INTERAC Inc. Used under licence.

Order Summary

Item(s) Total:	\$120.00
Delivery Charge:	\$5.00
Tax:	\$0.00
Order Total:	\$125.00

Delivery Address

John Doe
1515 Main St.
Lenexa, KS 66219
United States
[Change Delivery Address](#)

Promotional Code

You can use one code per Shopping Cart.

[Apply](#)

The Payment Method page.

Payment Method page—This page allows the shopper to choose a payment method for each item in their shopping cart. For orders that only contain items priced at zero, the Payment Method page will be skipped.

YourCampus

Home Register Log In My Cart

Payment Methods

Home | Shopping Cart | Delivery Methods | Address | Payment Methods | Review | Receipt

Payment Information

The below items are being paid for with a Visa payment method.

Item	Store	Payment Method
Black Fleece Zip Neck - Medium	Athletics Shop	Visa
Alumni Club Membership	Alumni Donations	Visa

Account Information

Verify or enter required account information.

* Credit Card Type: Visa
* Credit Card Number:
* Expiration Date: 03 / 2011

Billing Address

Verify or enter address information for account.

☒ Use current delivery address as billing address.

* Name: John Doe
* Address Line 1: 1515 Main St.
* Address Line 2:
* City: Lenexa
* State: Kansas
* Zip / Postal Code: 66219
* Country: United States

[Continue](#)

Order Summary

Item(s) Total:	\$120.00
Delivery Charge:	\$5.00
Tax:	\$0.00
Order Total:	\$125.00

Delivery Address

John Doe
1515 Main St.
Lenexa, KS 66219
United States
[Change Delivery Address](#)

Promotional Code

You can use one code per Shopping Cart.

[Apply](#)

The Payment Information Page.

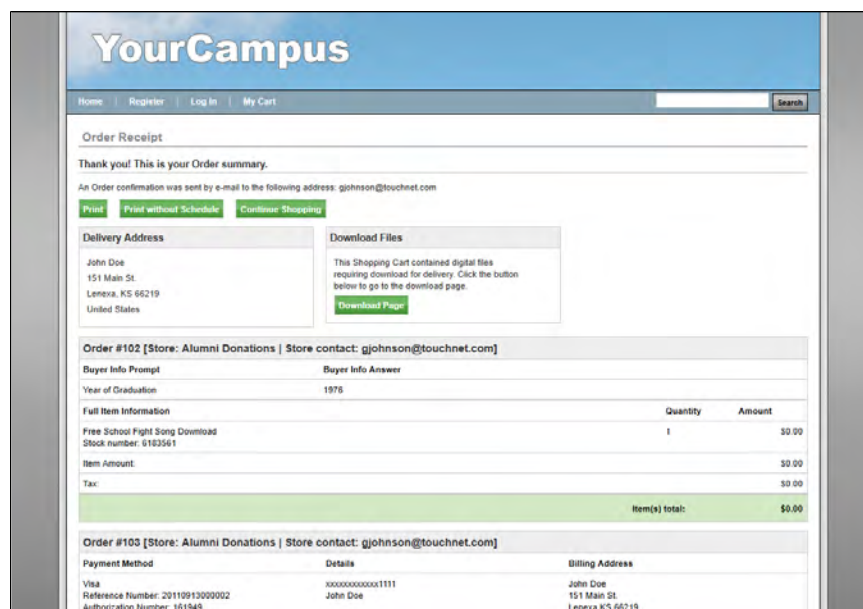
Payment Information page—This page allows the shopper to enter payment information for each payment method chosen on the Payment Method page. For orders that only contain items priced at zero, the Payment Information page will be skipped.

The Buyer Information Page.

Buyer Information page—This page contains fields that are customizable by each store. These fields allow stores to acquire additional information from the buyer in the form of required menu selections, text entries, and optional checkboxes selections. The Buyer Info page only appears if the cart contains products from a store that has been configured to ask for "user modifiers."

The Review Order page.

Review Order page—This page summarizes the order information and allows the buyer an opportunity to confirm that the information is correct. The buyer is given the opportunity to change the delivery address and to edit the payment method information. In addition, users can view the return policy agreement. This page always appears during the checkout process.



The Order Receipt page.

Order Receipt page—The receipt page summarizes all the information for the order. If a recurring payment schedule was established for a donation, this schedule appears on the receipt. If the shopper purchased a digital product, a link to a "Download Page" also appears.



The Digital Download page.

Digital Download page—At the conclusion of the checkout process, buyers who have purchased a digital product can use the Digital Download page to download this item.

2.4 What Shoppers See: My Account

Shoppers in Marketplace uStores have the option of becoming registered users. The Register link appears in the top navigation bar and appears on all pages throughout the uStores mall. Shoppers are also given the option of becoming registered users during the checkout process.

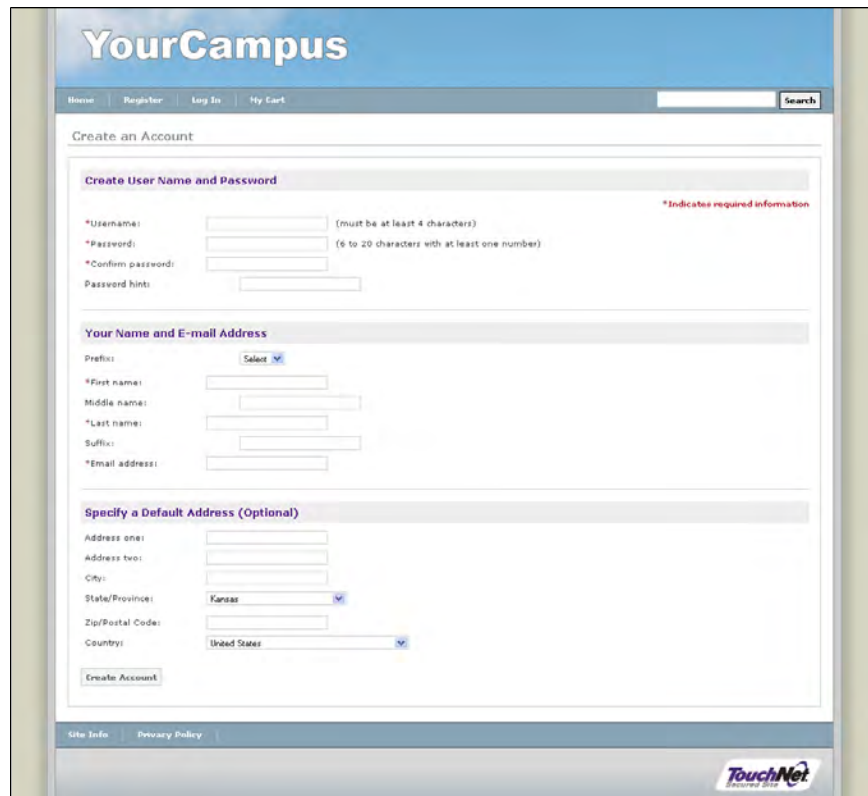
Once registered, customers can save personal information, such as shipping addresses and payment methods. In addition, customers can view their

order history and get detailed information on each order. For each customer, this suite of personal information pages and order history pages is known as "My Account."

Note: You can modify the look and feel of the My Account pages by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Registering

Customers become registered users by clicking the Register link in the top navigation menu and completing the fields on the Create an Account page.



The Create an Account page.

After customers have become registered users, they can login and view personal information and order history. Customers login by clicking the Log In link in the top navigation menu, at which point the following page appears:

The Registered User Login page.

Customers are also given the opportunity to register or login during the checkout process.

During checkout, registered users can login by using the fields in the Registered Users box in the far right column of the Delivery Address page. Also during checkout, new users can become registered users by clicking the Register Now button in the far right column.

My Account: Profile

Customers can store the following personal information on their profile page:

- e-mail address
- text message address
- billing address (including telephone numbers)
- shipping addresses (multiple shipping addresses can be saved)

Here is a sample Profile page:

YourCampus

Home | Log Out | My Account | My Cart

My Account

Welcome Gary
Thanks for logging in. You can manage your account here or [continue shopping](#).

[Continue Shopping](#)

Profile | Payment Methods | Memberships | Order History | Change Password

Email Address

Current E-mail Address: gjohnson@touchnet.com
New E-mail Address:

[Update Email Address](#)

Text Message

Text Message Number:
(555-555-5555)

Mobile Carrier:

* To get optional text messages about orders, enter your mobile phone number and carrier.
* Reminder: Messages may be sent during overnight hours and your carrier may charge a fee to receive text messages.

[Update Text Message](#)

Billing Address

Prefix: * City:
* First Name: * State/Province:
Middle Name: * Zip/Postal Code:
* Last Name: * Country:
Suffix: Phone Number (Day):
* Address Line 1: Phone Number (Night):
Address Line 2: Phone Number (Mobile):

[Update Billing Address](#)

Shipping Addresses

Current Shipping Addresses

Profile name: work
Recipient name: Gary Johnson
Recipient address: 15520 College Blvd., Lenexa, KS, 66210 US
[Edit](#) | [Delete](#)

Add New Shipping Address

Prefix:

* First Name:
Middle Name:
* Last Name:
Suffix:
* Address Line 1:
Address Line 2:
* City:
* State/Province:
* Zip/Postal Code:
* Country:
* Name This Address (ex: Work):

[Add](#)

Site Info | Privacy Policy | Help | Accessibility | Contact Us

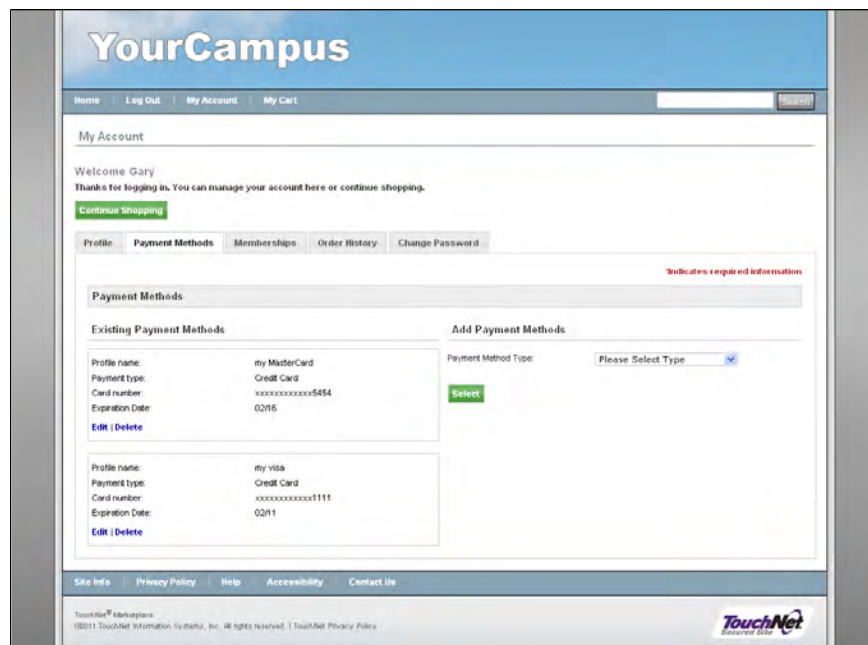
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TouchNet
Member Since

The Profile tab on the My Account page displays shipping address, billing address, text message address, and e-mail address.

My Account: Payment Methods

In addition to personal information, customers can save payment information to their My Account profile. This payment information can be for credit card transactions and bank account ACH transfers.

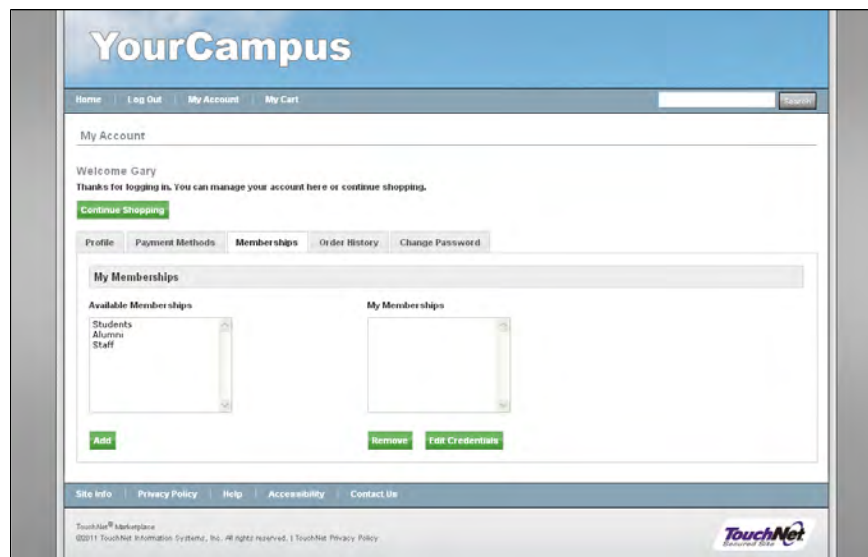


The Payment Methods tab on the My Account page.

To help ensure user security, Marketplace does not display the complete credit card number or bank account after it has been initially entered.

My Account: Memberships

Once a shopper has become a registered user, they can add a group membership to their account by navigating to the Memberships tab in My Account. The shopper can then select add a membership by selecting a user group listed in the Available Memberships list box and then clicking the Add button.



The Memberships tab on the My Account page.

If the user group requires no authentication, the selected user group name moves to the My Memberships list box. If the user group requires authentication, the Membership Authentication page appears, which requires the user to enter a username and password for the group.

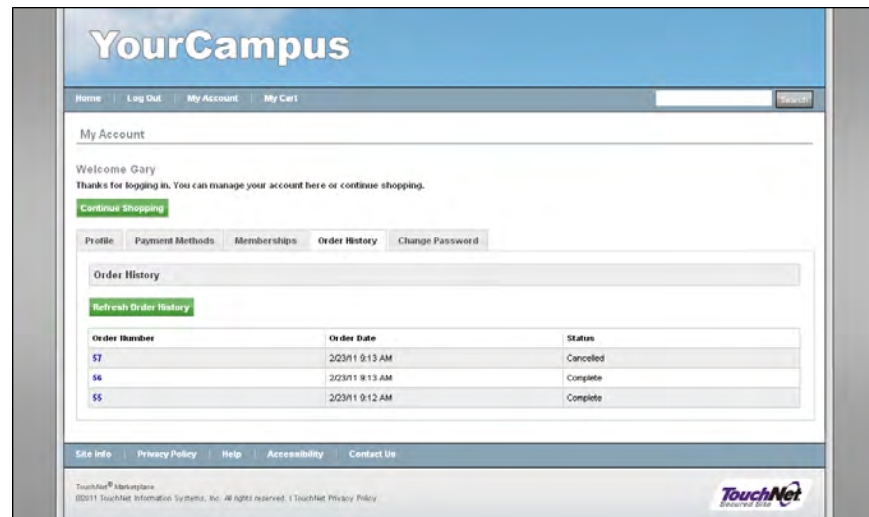
After a user is authenticated as a member of a user group, the selected user group name moves to the My Memberships list box. The user can now access any private stores that require membership in this user group. Subsequently, the user must simply log in as a Marketplace registered user in order to use active memberships for accessing private stores.

The user groups displayed in the Available Memberships list box represent all the user groups established for your implementation of Marketplace. All Marketplace shoppers will see the same list of available user group memberships from which to choose.

To help ensure user security, Marketplace does not display the complete credit card number or bank account after it has been initially entered.

My Account: Order History

The Order History page displays the order number, order date, and status of each order. The order number is a link that the customer can click to view detailed order information on each order. This information appears on the Order History Detail page.



The Order History tab on the My Account page.

YourCampus

Home | Log Out | My Account | My Cart

Order History Detail

[Back to Order History](#) [Continue Shopping](#)

Order Details

Description	Information
Order ID:	56
Order Date:	2/23/11, 9:13 AM
Buyer:	Gary Johnson 15520 College Blvd Lenexa, KS 66219 United States gjohnson@touchnet.com
Payment Method:	Credit Card - Visa
Return Policy:	

Shipping Details

Description	Information
Shipment ID:	59
Delivery Method:	None
Shipping Address:	Gary Johnson 15520 College Blvd Lenexa, KS 66219 United States

Item Details

Description	Stock No.	Quantity	Not Fulfilled	Cancelled	Returned	Price
Scholar Fund	4443021	1	0	0	0	\$444.00

Totals

Description	Amount
Items:	\$444.00
Shipping:	\$0.00
Taxes:	\$0.00
Grand Total:	\$444.00

Site Info | Privacy Policy | Help | Accessibility | Contact Us

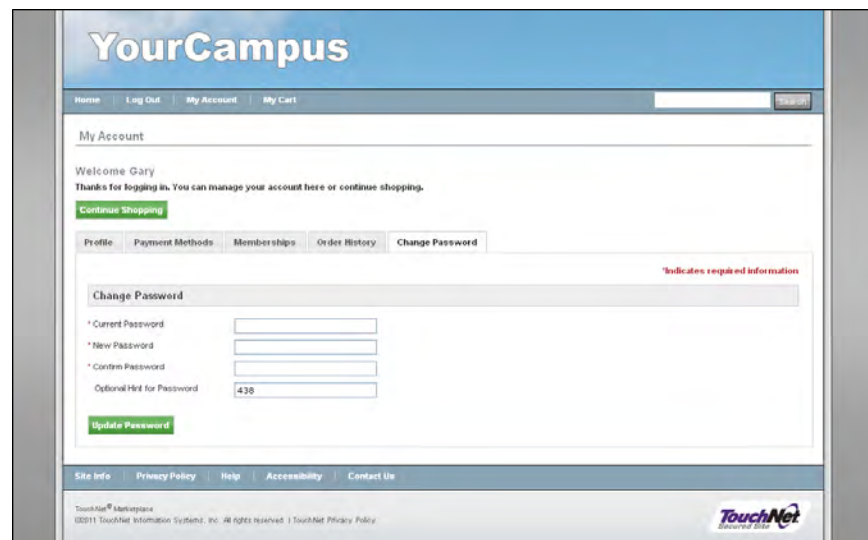
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Information Systems

The Order History Detail page gives detailed information on past orders.

My Account: Change Password

Registered customers can change their passwords by navigating to the Change Password tab of the My Account page.



The Payment Methods tab on the My Account page.

To change their password, the customer must enter their current password as well as a new password (which must be confirmed). Passwords must be 6 to 20 characters long.

2.5 What Shoppers See: Stores

The layout for stores closely follows the look of the mall in most respects. The same stylesheets are used and the same header image is used (except for stores in single-store mode). The left navigation menu and top navigation menu work as in the mall. However, the layout for stores has additional options. For example, stores can use a side banner. In addition, the announcements field provides a means of adding new HTML to store home pages.

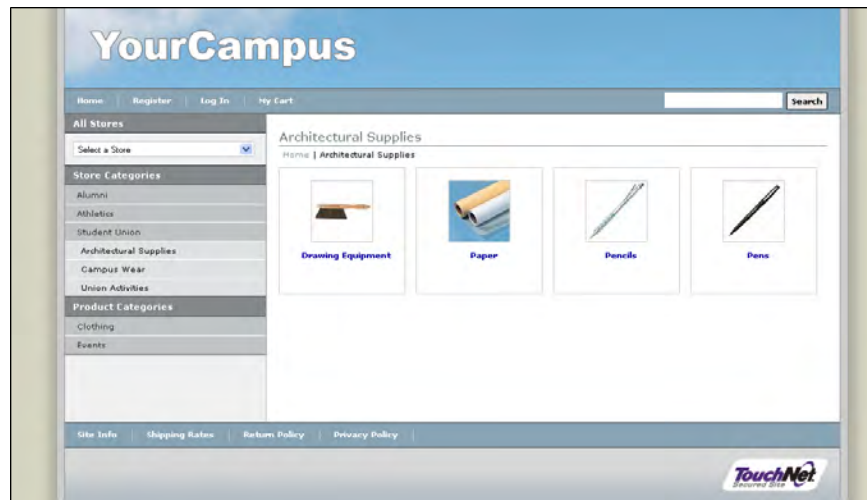
Store Layout

Store managers can choose from two layout options: 1) the default layout uses a thumbnail grid display for top-level products and categories and 2) a splash page layout combines the use of a large splash page image with text links for the categories within the store.

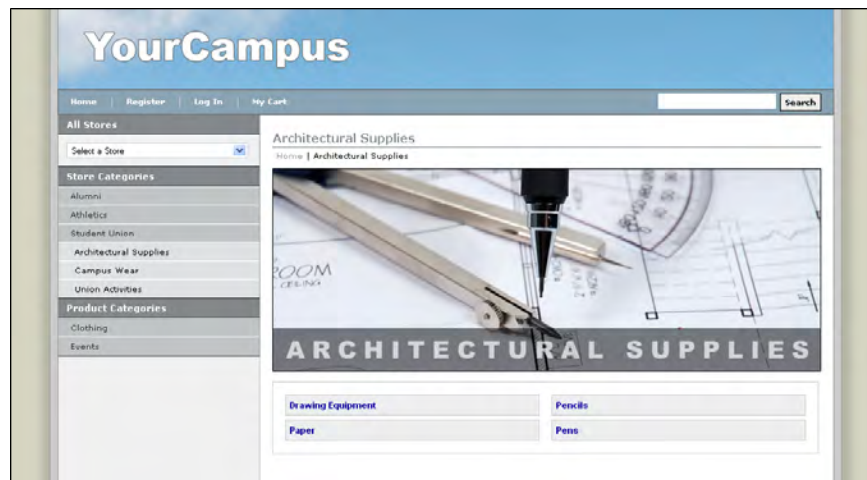
Store layout is configured on the Store General Settings page for each store:

[merchant name] > Stores > [store name] > Store Settings > General

The following examples show the two layout options for stores:



The default store layout displays thumbnails for each store product category on the store home page. Select products can also be displayed as thumbnails on the store home page.



The splash page layout combines a splash page image with text links for store product categories.

The default layout display of thumbnails is great if you have a small number of products because it allows you to display BOTH products and categories together on the store home page. However, the splash page layout only allows store product categories to be displayed in addition to the splash image, and therefore if you use the splash page layout for your store's home page, you **MUST** create categories for your store products because the links for the categories will be the **ONLY** means that shoppers have of navigating to your products (outside of using the mall's product categories or the mall's search functionality).

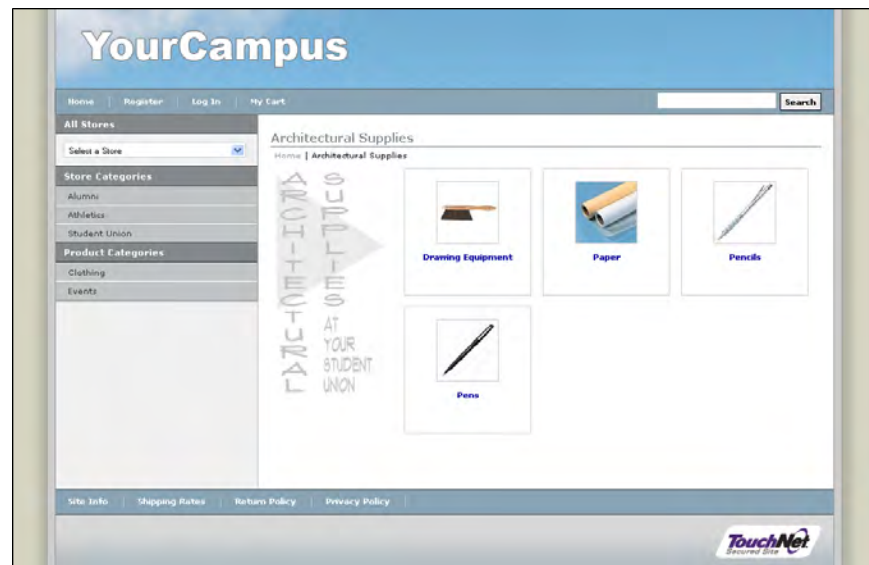
Note: You can modify the look and feel of some page elements on the store pages by making style sheet edits. For more information, see "[Style Sheet Edits](#)" on page 127.

Using a Store Side Banner

In addition to the layout options described above, stores can be configured to display a store side banner. This image will appear to the left of the products on all pages in a store, with these exceptions: 1) the store banner image will not appear on the splash page, if the splash page layout is used and 2) the store side banner will be replaced on category pages if a side banner has been uploaded for a store product category.

We recommend that you be careful using the store side banner because it reduces the real estate afforded the product information. Store pages can also easily look out of balance and chaotic when poorly designed store side banners are used. We recommend you use relatively simple images.

Here is an example of a store side banner on a store home page.



The Store side banner appears to the left of products and categories.

We recommend you avoid using large photos or blocks of color in the store side banners because this will make the side banners compete for attention with the product thumbnail images, possibly creating a chaotic page design. We recommend using a store side banner with the same color background as the rest of the page, thus allowing the store side banner to flow into the page design and become less intrusive.

By default, store side banners can be no larger than 150 pixels wide by 300 pixels high.

Store Product Categories

Store managers can create product categories within a store. These categories are independent from the mall product categories, which are available for all stores. Store product categories exist to categorize products within an individual store. For example, a clothing store might separate t-shirts into one category, sweatshirts into another category, and ballcaps into a third category.

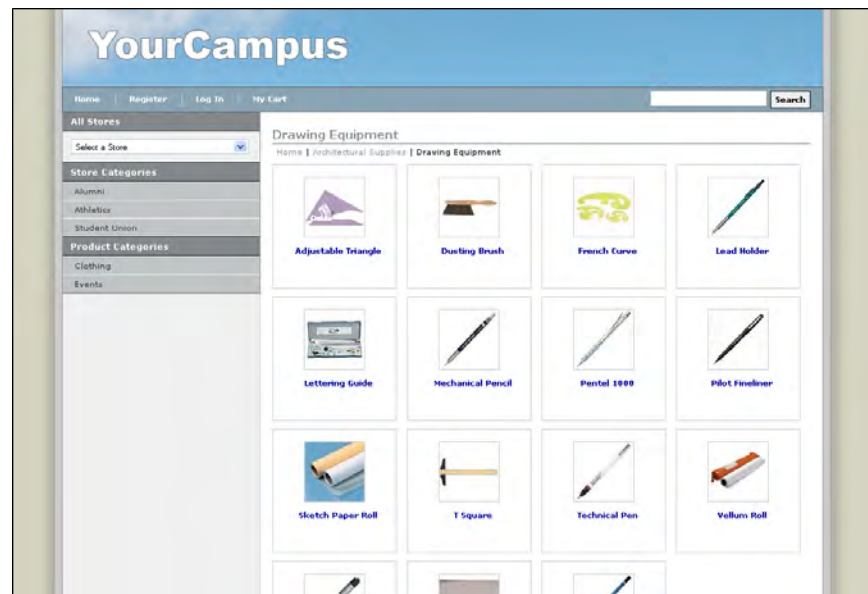
Three layout options are available for determining how the products within a category will be displayed: 1) a thumbnails option displays each product thumbnail image and the product name, 2) the detailed option displays product thumbnails with accompanying short product descriptions, prices, and option menus (plus the Add to Cart button appears for each product), and 3) the name-and-price layout option displays a table that includes rows for each product (which show the product names and prices).

Store product categories are a great way to group products in relevant ways for your shoppers. If you have only a few products, categories might not be important. Keep in mind, however, that if you use the splash page layout for your store's home page you **MUST** create categories because the links for store product categories will be the **ONLY** means of shoppers navigating to your products from the store home page.

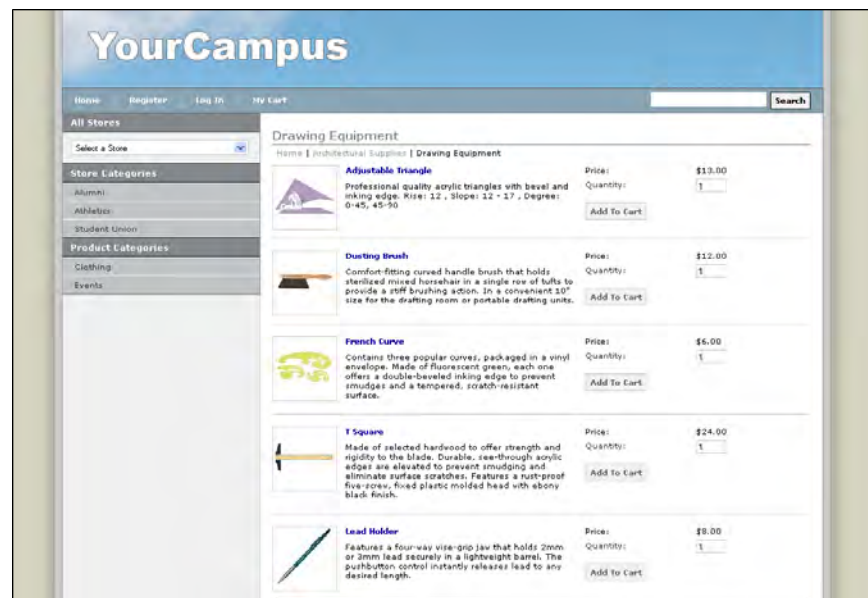
The layout for store product categories is configured on the Store Category Settings for each store:

[merchant name] > Stores > [store name] > Store Settings > Categories

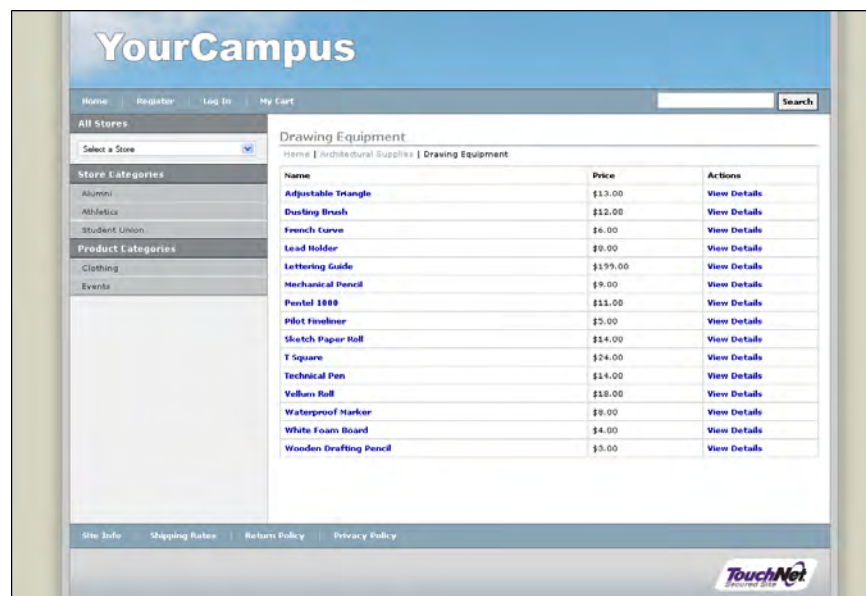
The following examples show the three layout options for the store category product pages:



The thumbnails layout for a sample store product category page.



The detailed layout for a sample store product category page.



The name-and-price layout for a sample store product category page.

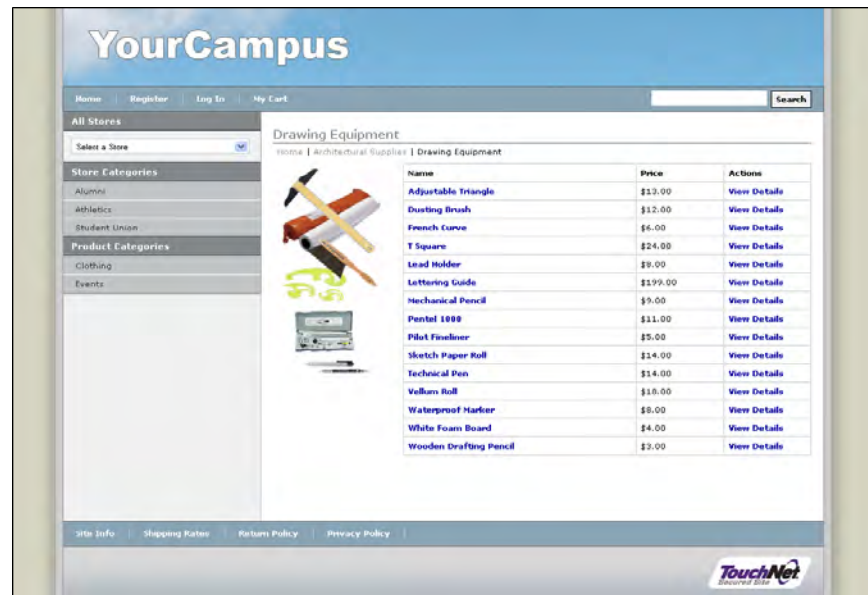
Note: You can modify the look and feel of some page elements on the store product category pages by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Using a Category Side Banner

In addition to the layout options described above, store product categories can be configured to display a category side banner. This side banner will appear to the left of the products.

We recommend that you be careful using the store product category side banner because it reduces the real estate afforded thumbnails and product descriptions. Store product category pages can also easily look out of balance and chaotic when poorly designed category side banners are used. We recommend relatively simple images. Category side banners work quite well with the name-and-price layout.

Here is an example of a category side banner used with the name-and-price layout.



When used with the name-and-price layout, a category side banner can help create an appealing design.

The name-and-price layout doesn't use images for the products, so by using a category side banner you can give customers a peek at some of the products within a category while also deriving the benefits of the condensed layout afforded by the tabular display of product names and prices. This layout option works especially well with large numbers of products, in which the display of large numbers of thumbnails might delay the display of a product category page (as each image downloads to the shopper's browser).

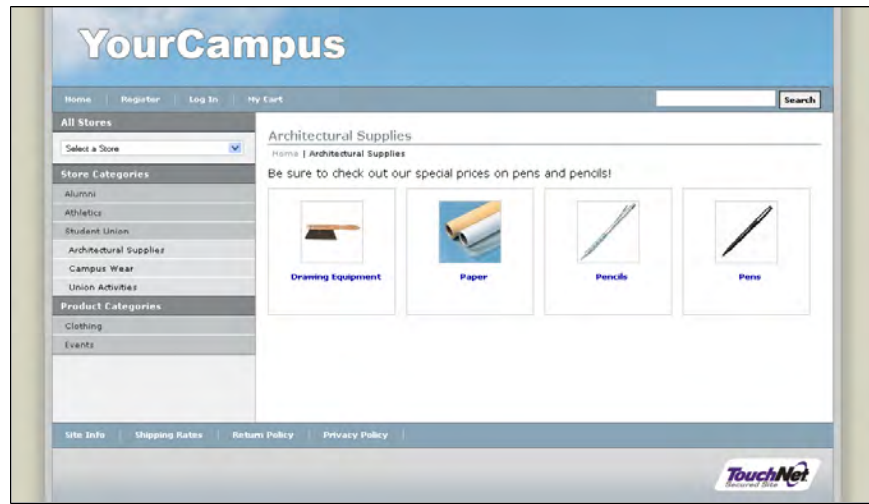
Category side banners only appear on category pages. Category side banners do not appear on product detail pages.

Note: By default, category side banners can be no larger than 150 pixels wide by 300 pixels high.

Store Announcements

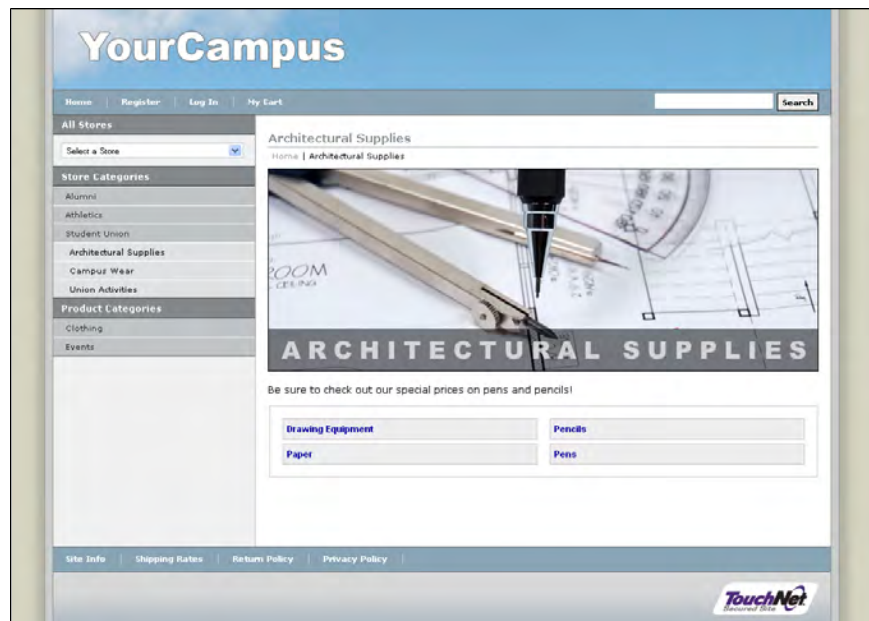
Stores have their own special announcement field (separate from the mall's special announcement field). With the default layout (which displayed top-level products and categories in a thumbnail grid), the special announcement appears below the breadcrumbs and above the thumbnails. With the store splash page layout, the special announcement appears below the splash image.

Here is an example of the special announcement appearing on the default store layout:



With the default store layout, the special announcement appears above the store and category thumbnails.

And here is an example of the special announcement appearing with the splash page layout:



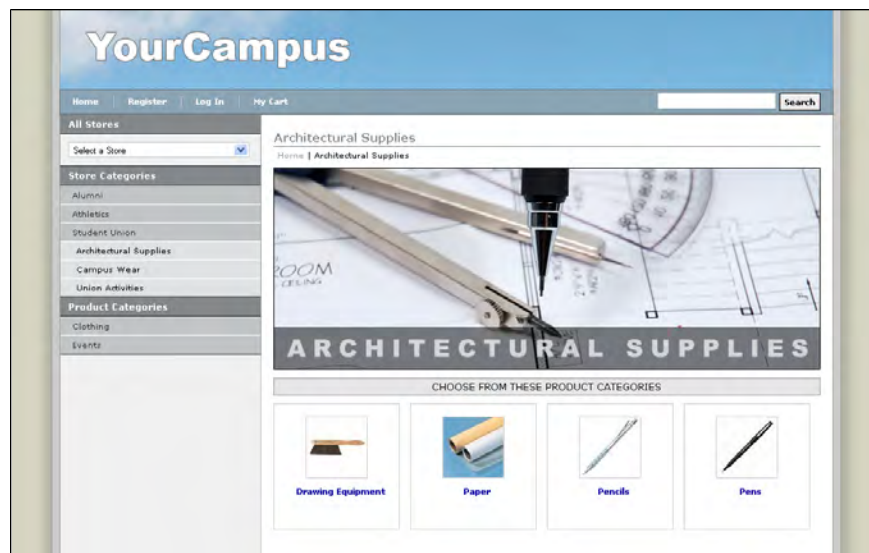
With the splash page layout, the special announcement appears below the splash image.

You can use the special announcement field to provide shoppers with key information about a store. For example, you can use this field to tell shoppers about a special shopping deal.

Using HTML with Special Announcements

The special announcement field accepts HTML. This presents many options for enhancing the look of announcements (such as adding bold text or changing the text color). Advanced users with experience coding HTML can even add additional design elements via the special announcement field (such as HTML tables or images).

Here is an example of a store home page in which HTML was used with the special announcement field and the default store layout (top-level products and categories as thumbnails). HTML was used to add an additional image—a splash page image—to the store home page and has combined this image with the standard thumbnail images:



In this example, the splash page image was added via the mall's special announcement field and combined with the category thumbnails that were provided with the default store layout.

By introducing new HTML to store home pages, you can potentially add major new elements to the store home pages that can enhance the shopping experience for your customers.

Note: You can further modify the look and feel of the special announcement by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Bottom Navigation Menu for Stores

The bottom navigation menu for stores is similar to the menu displayed for the uStores mall; however, for stores, this menu contains two additional links: "Shipping Rates" and "Return Policy." Plus, the "Contact Us" link can be modified with the store contact e-mail address configured on the Store General Settings page.

Note: For information about the standard links that appear in the bottom navigation menu (Site Info, Privacy Policy, Help, Accessibility, and Contact Us), see "[Bottom Navigation Menu for the Mall](#)" on page 12.

Here is an example of the bottom navigation menu:

Site Info	Shipping Rates	Return Policy	Privacy Policy	Help	Accessibility	Contact Us
-----------	----------------	---------------	----------------	------	---------------	------------

The bottom navigation menu for stores contains more links than the mall version.

The store-level bottom navigation menu links are described in the following tables:

Bottom Navigation Links: What Do They Look Like?

Link Name	Is the link optional?	Can the link text be customized?	Where can the link be configured?
Shipping Rates	Only for stores in single-store mode.	No	No link configuration.
Return Policy	Only for stores in single-store mode.	No	Enable button and link text field on Store General Settings page.
Contact Us	No	No	Each store can have it's own "Contact Us" e-mail address. This e-mail address can be configured with the Store Contact Email Address field on the Store General Settings page.

Bottom Navigation Links: What Do They Do?

Link Name	What happens when the link is selected?	Can the info page be edited?	Comments
Shipping Rates	A modal window appears that contains the Shipping Rates page.	Only by editing the shipping classes.	The Shipping Rates page is automatically generated and displays the shipping classes and rates. No additional content on this page is customizable.
Return Policy	A modal window appears that contains the Return Policy page.	The Return Policy page can be customized by using the Return Policy HTML field on the Store General Settings page.	The Return Policy page displays the active store's return policy. TouchNet strongly recommends that each store develop a return policy.
Contact Us	A new message is opened in the customer's default e-mail client	Not applicable.	When shoppers select the Contact Us link, their default e-mail software application will be launched so that the shopper can send a message to the contact e-mail address configured for the store. If a store contact e-mail address has NOT been configured for the store, the e-mail address configured for the mall will be used. If a contact e-mail address has not been configured for either the store or the mall, the "Contact Us" link will not appear.

For information about the optional (and customizable) links in the bottom navigation menu for stores in single-store mode, see **"Optional Page Elements" on page 51**.

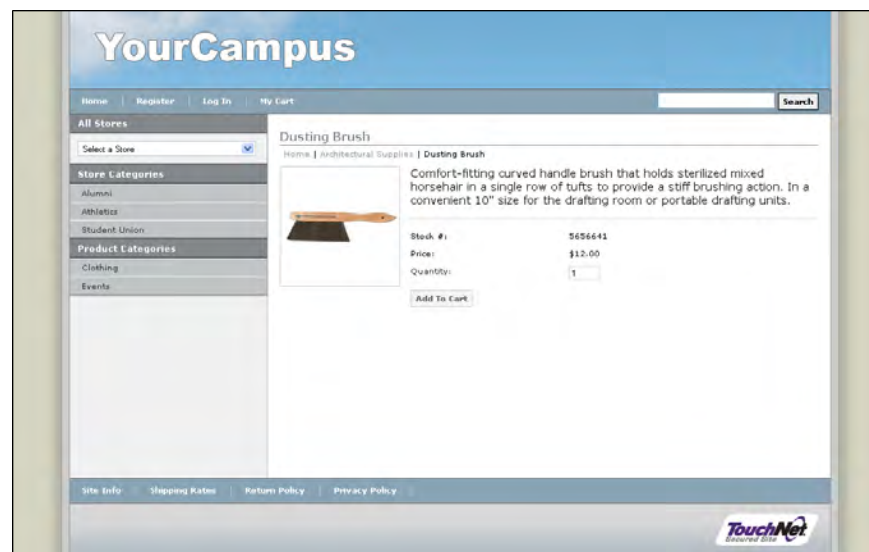
For information about modal windows, see **"Modal Windows" on page 15**.

Note: You can modify the look and feel of the bottom navigation menu by making style sheet edits. For more information, see ["Style Sheet Edits" on page 127](#).

Product Layout

The layout of product detail pages closely follows the layout for the stores to which the products belong. In addition, a product image appears on each product detail page. By default, product images can be a maximum of 250 pixels wide by 250 pixels high. The product description (long description) appears to the right of the product image. This description can contain up to 30,000 characters.

Here is a sample product page:



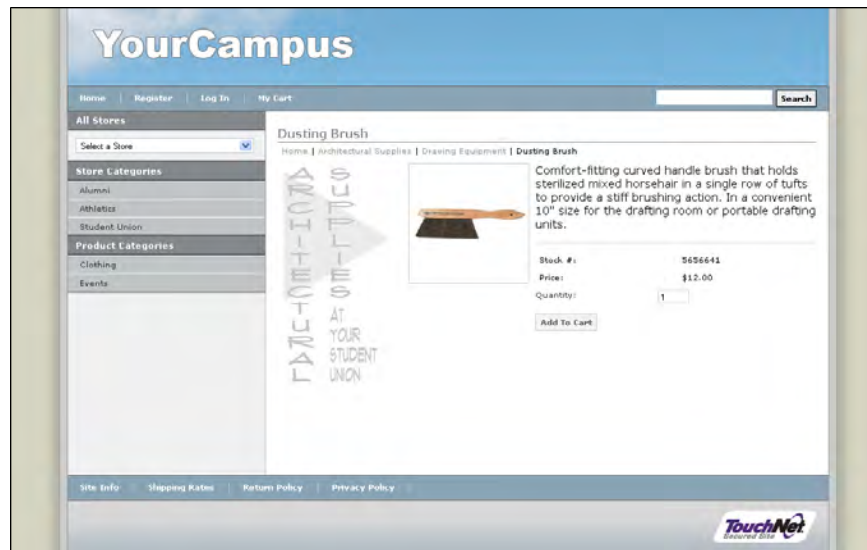
A product image appears to the left of the product description on the product detail pages.

If any product options are available, such as size or color, these options appear on the product page.

Using Store Banners

If the store has been configured to use a store banner, the banner will appear on the product pages. This banner appears to the left of the product image.

Here is a sample product page for a store in which a store banner has been configured:



If a store side banner is used, it appears to the left of the product image on the product detail pages.

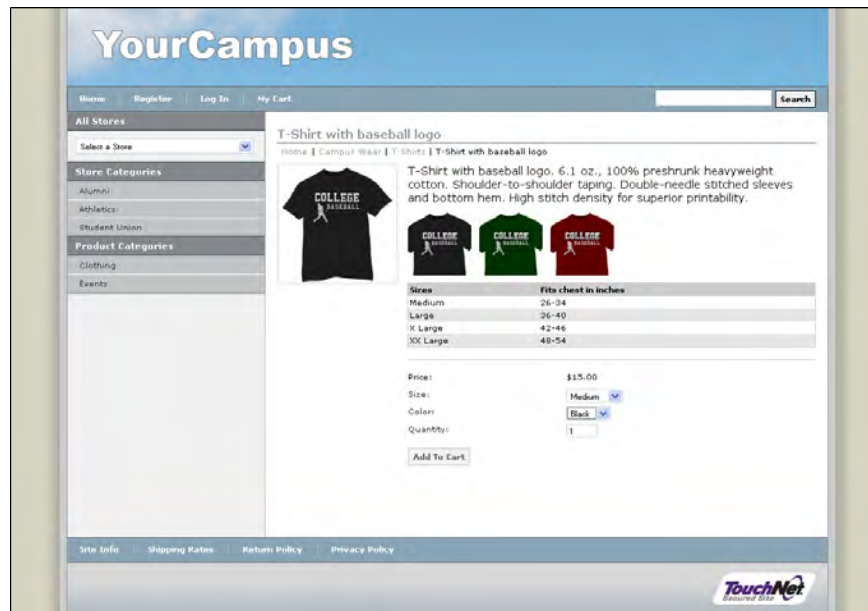
In the previous examples, notice how the product name appears in the title bar. The name of the store is reduced in size and appears in the breadcrumbs, so shoppers can use the breadcrumb links to backup to a category or the store home page.

If you would like to increase exposure of the store name on the product pages, you can configure the store to use a store banner; however, notice how a store banner takes up valuable horizontal real estate on the product pages. You will need to decide whether the use of a store banner is appropriate for your store.

Using HTML in the Product Description

The product description (long description) accepts HTML. This presents many options for enhancing the look of product pages (such as adding bold text or changing the text color). Advanced users with experience coding HTML can even add additional design elements via the long description field (such as HTML tables or images).

Here is an example of a product detail page that uses HTML in the product description.



By using HTML in the product description, you can provide shoppers with more robust product information.

By introducing new HTML to a product page, you can provide shoppers with important additional information. In the example above, thumbnail images were used so shoppers would see samples of each color option. In addition, a table was added to provide information about the shirt sizes.

Note: You can further modify the look and feel of some page elements on the product pages by making style sheet edits. In particular, you can use style sheet edits to format HTML in product descriptions. For more information, see ["Style Sheet Edits" on page 127](#).

2.6 What Shoppers See: Single-Store Mode

Stores in the uStores mall must use the configuration and layout settings that have been established at the administrative level. However, stores may exist for a wide range of purposes and the mall configuration and layout might not always be appropriate for all stores. Some stores might exist to sell physical products, another might exist for conference registrations, and yet another might have been created for accepting alumni donations. These stores might require customized approaches that fit their intended audiences.

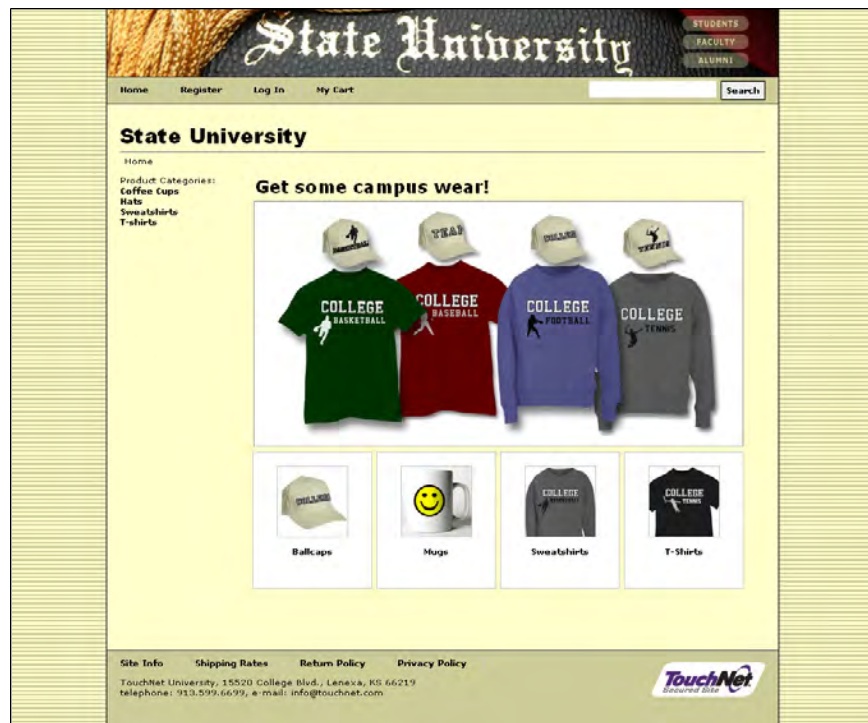
For example, maybe the term "shopping cart" doesn't work for a store that was established for taking alumni donations. Maybe you'd prefer to change the "Add to Cart" button to say "Make a Gift," and maybe you want to change the "Checkout" button to say "Complete Donations Now." These types of changes are possible for stores in single-store mode.

In addition, a store might have a branding strategy that is different than the strategy being used by the uStores mall. This strategy might involve using different fonts, different colors, and a different header image. This strategy might even involve making changes to the width of page elements or the position of those page elements. These types of changes are possible in single-store mode.

In this section, we'll discuss the options available in single-store mode that affect what shoppers see. Some of these options simply require the use of settings in the Marketplace Operations Center. Other options require advanced skills, such as knowledge of HTML and CSS.

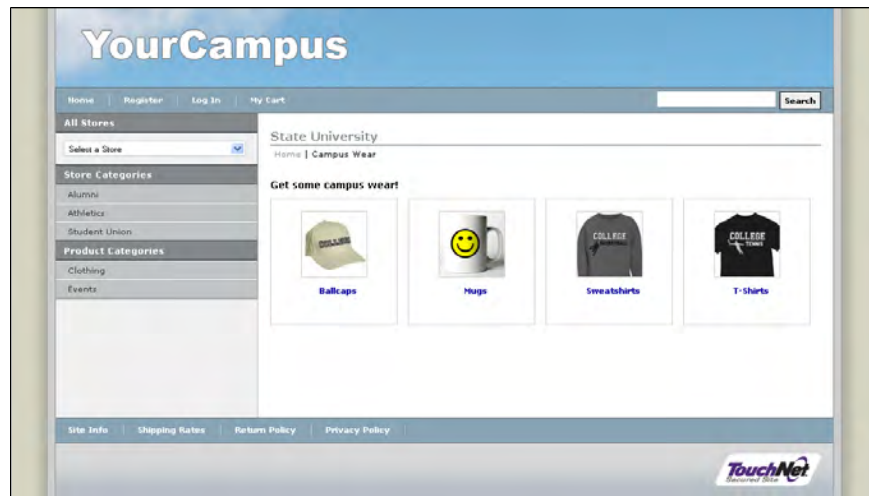
Single-Store Example

Here is an example of a store in single-store mode that has been customized for a branding strategy that is different than the campus's uStores mall:



This store is displayed in single-store mode.

Compare this store with the following store, which appears as part of the campus's uStores mall:



This store is part of the uStores mall.

Notice how different colors and images have been used for the store in single-store mode. These modifications were accomplished with a combination of style sheet edits and the use of extra HTML.

Store managers may opt to take this approach in order to maintain the branding that store customers are accustomed to seeing. This branding may include the use of specific header images, font families, font sizes, font colors, background colors, and background images. Even additional page HTML and images may be necessary to maintain store branding requirements. These types of customizations are possible when using Marketplace's single-store mode.

Navigating to Stores in Single-Store Mode

Stores in single-store mode do not appear as part of the uStores mall (unless the Store-Is-Viewable-In-Mall option has also been turned on). These stores do NOT appear in the mall's left navigation menu, they do NOT appear in the All Stores dropdown menu on the uStores mall home page, and they do NOT appear on the All Stores tab on the mall home page. In addition, the products for these stores cannot be placed in mall product categories, and the products cannot be located using the mall's search functionality.

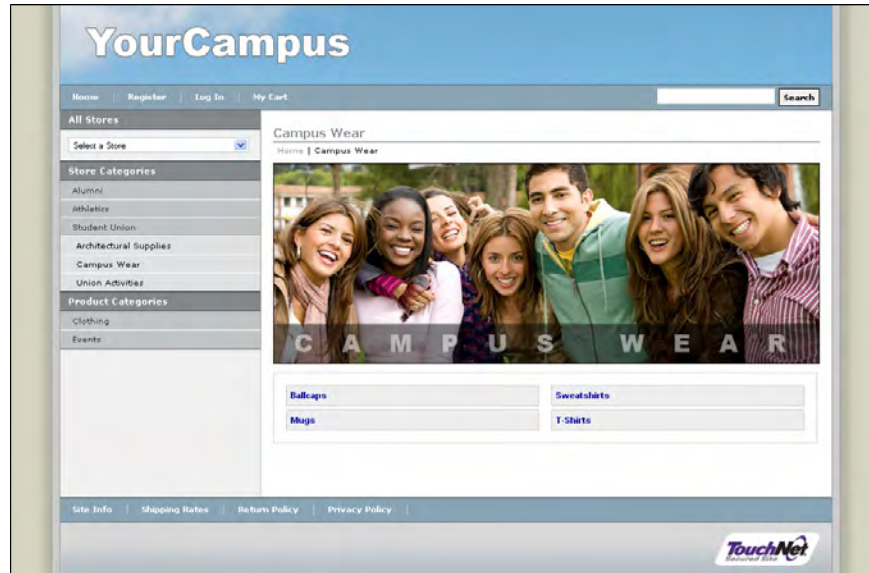
For customers to navigate to stores that have been set up in single-store mode, you will need to provide them with the store URL (e.g., via a link on a web page or via an e-mail message with the link included) OR you will need to turn on the Link-to-Single-Store-From-Mall option, which allows the store to work in single-store mode but provides the customary links to the store from within the uStores mall.

Note: For more about the Store-is-Viewable-In-Mall option, see ["The Store-Is-Viewable-in-Mall Option" on page 102](#), and for more information about the Link-to-Single-Store-From-Mall option, see ["The Display-the-Store-In-This-Mode Option" on page 102](#).

The Left Navigation Menu

Stores in single-store mode do not have uStores mall's left navigation menu (unless the Store-Is-Viewable-In-Mall option has also been turned on). The left navigation menu disappears when single-store mode is turned on.

Here are examples of a store as it would look in the mall AND how the same store would look once single-store mode has been turned on:



This store is part of the uStores mall.



Single-Store mode has been turned on for this store (but no additional customizations have been made).

In the above examples, you should notice that the left navigation menu disappears for the store in single-store mode, which forces the remaining page elements to the left. In this case, the store manager may choose to

make additional customizations to the store so that the entire horizontal width of the content area is used more effectively. These customizations might involve uploading a wider splash image or building new HTML content for the left side via the optional left navigation field.

Note: For more about building a new left navigation menu for a store in single-store mode, see ["The Header, Left Nav, and Footer Fields" on page 55](#).

The Home Button

For stores in the uStores mall, the home button simply takes customers to the mall's home page. For stores in single-store mode, however, the home button works differently: it takes customers to the home page for the STORE.

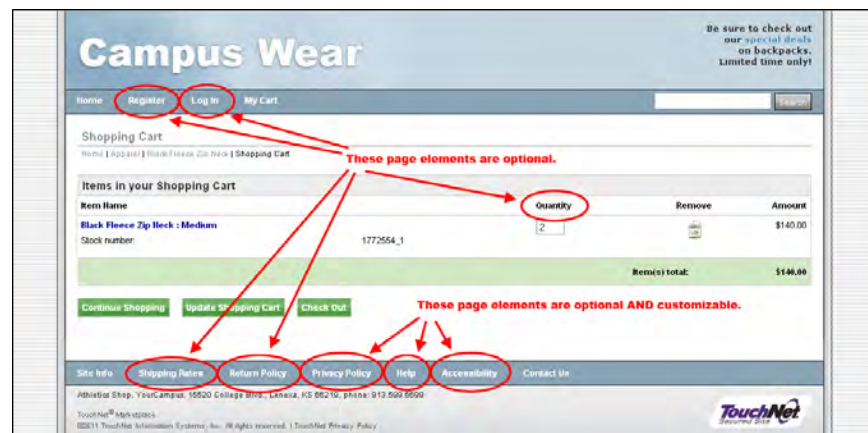
By design, we have designed Marketplace's single-store mode so that stores can truly stand apart from the uStores mall. Therefore, for these stores, the home button no longer targets the mall home page, which would be inconsistent with the construction of independent stores.

In some instances, however, store managers may wish to reap the benefits of placement within the uStores mall while also maintaining a standalone store front. These store managers can use the Store-Is-Viewable-In-Mall option, as described in ["The Store-Is-Viewable-in-Mall Option" on page 102](#).

Optional Page Elements

A store manager may decide that some page elements are irrelevant for a store in single-store mode. For example, a store manager might decide that the "Quantity" column on the shopping cart and checkout pages isn't appropriate for a store that takes alumni donations. Several page elements fall into this category and can be optionally displayed for stores in single-store mode.

Here is a sample page with optional page elements:



The red ellipses show the optional page elements.

Store managers can show/hide optional page elements by going to the Single Store Settings page of the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Single Store

Here is a list of the optional page elements for single-store mode:

- **Quantity Column**—In the shopping cart, as well as the checkout pages, a column for "Quantity" appears. This column indicates the quantity of each item that the customer is ordering. If this field is irrelevant for your store, you can remove this column.
- **Promotional Code Field**—(Not shown above) During the checkout process, a field for entering a promotional code appears. If this field is irrelevant for your store, you can remove the promotional code field.
- **Shipping Rates Link**—In the bottom navigation bar of Marketplace uStores, a link for "Shipping Rates" appears. If this link is irrelevant for your store, you can remove this link. When shoppers select the Shipping Rates links, a web page is displayed that shows the applicable shipping rates for the store that the shopper is viewing. The shipping rate page is generated automatically based on the configured shipping classes and shipping rates for the store.
- **Return Policy Link**—In the bottom navigation bar of Marketplace uStores, a link for "Return Policy" appears. If this link is irrelevant for your store, you can remove this link. When shoppers select the Return Policy link, a web page is displayed that provides information about the store's return policy. TouchNet strongly recommends that each store develop a return policy.
- **Register and Login Links**—In the top navigation bar of Marketplace uStores, links appear for "Register" and "Login." In addition, as part of the checkout process, registered users are given an opportunity to sign in (and non-registered users are given an opportunity to become registered users). If these fields are irrelevant for your store, you can remove these fields.

And here are the optional page elements for single-store mode that can be customized with alternate text:

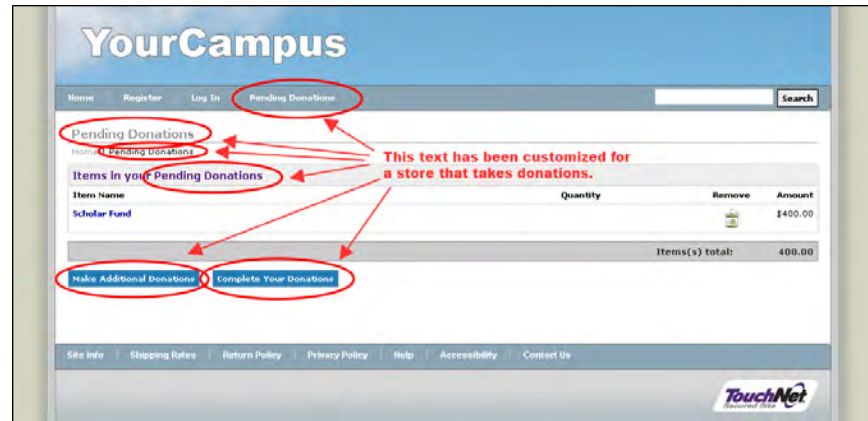
- **Privacy Policy Link**—When shoppers select the Privacy Policy link, a web page is displayed that provides information about the campus policy toward user privacy. TouchNet strongly recommends that you develop policies regarding the privacy of shoppers' data and the use of unsolicited bulk e-mail.
- **Help Link**—When shoppers select the Help link, a web page is displayed that provides help information about how to use the site.
- **Accessibility Link**—When shoppers select the Accessibility link, a web page is displayed that provides information about the campus policy toward user accessibility. TouchNet strongly recommends that you develop policies regarding user accessibility.

By turning on/off the display of these page elements for a store in single-store mode, the store manager can make the store better meet the expectations of its intended audience.

Alternate Text Fields

Store managers may use single-store mode for making simple changes to button and link text. For example, a store manager might decide that language such as "Add to Cart" or "buyer" is not appropriate for a store that was created for accepting alumni donations. In this case, "Make a Gift" or "Donate Now" might be good alternatives to "Add to Cart," and the word "Donor" might be a good alternative for "Buyer."

Here is an example of shopping cart that has been customized with alternate text for a store that takes donations:



The red ellipses show the alternate text on this shopping cart page.

Store managers can edit the Alternate Text fields by going to the Single Store Settings page of the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Single Store

Here is a list of the alternate text fields that can be altered, along with examples of alternate text:

- **Alternate "Add to Cart" Text**—On product detail pages (as well as on product category pages that use the "detailed" layout), the words "Add to Cart" appear on buttons. A store manager setting up a store for taking conference registrations might choose to change this text to "Register Now," while the alternate text "Make a Donation" might be more appropriate for a store that takes alumni donations.
- **Alternate "Shopping Cart" Text**—At various places in the Marketplace shopping application, the words "shopping cart" appear. A store manager setting up a store for taking conference registrations might choose to change this text to "Pending Registrations," while the alternate text "Pending Gifts" might be more appropriate for a store that takes alumni donations. (Your entry in this field will also replace instances of "My Cart" in the top navigation bar.)
- **Alternate "Continue Shopping" Text**—As part of the Shopping Cart page, a "Continue Shopping" button appears that allows customers to return to the store they were shopping in previously. A store manager setting up a store for taking conference registrations might choose to

change this text to "Additional Registrations," while the alternate text "Make Another Donation" might be more appropriate for a store that takes alumni donations.

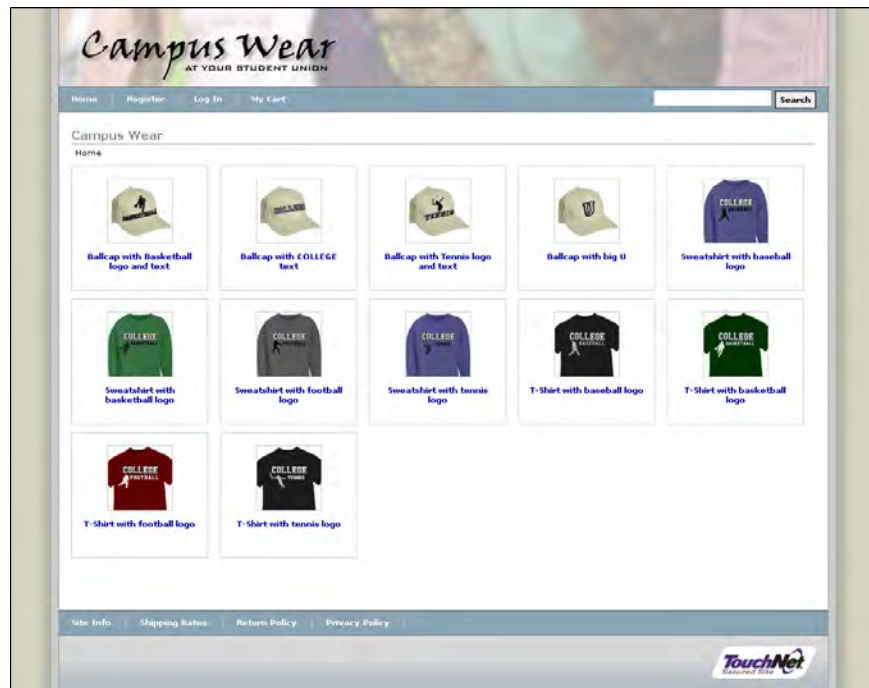
- **Alternate "Check Out" Text**—The Shopping Cart page includes a "Check Out" button that can be used to initiate the checkout process. A store manager setting up a store for taking conference registrations might choose to change this text to "Complete the Registration Process," while the alternate text "Complete Your Donation" might be more appropriate for a store that takes alumni donations.
- **Alternate "Order" Text**—At various places in the Marketplace shopping application, the word "order" appears. A store manager setting up a store for taking conference registrations might choose to change this text to "Reservation," while the alternate text "Donation" might be more appropriate for a store that takes alumni donations.
- **Alternate "Buyer" Text**—At various places in the Marketplace shopping application, the word "buyer" appears. A store manager setting up a store for taking conference registrations might choose to change this text to "Registrant," while the alternate text "Donor" might be more appropriate for a store that takes alumni donations.

By using single-store mode, the store manager can then make various customizations that help the store better meet the expectations of its intended audience.

Header Image

Stores in single-store mode have the option using their own header image in the header area of their web pages. While stores in the mall display the mall's header image in the header, stores in single-store mode can replace the mall header image with their own header image.

Here is an example of a store in single-store mode that has been customized with a header image:



A sample store with its own header image.

By using a header image, a store can give greater visibility to its store name and its branding.

Using a header image for a store in single-store mode is a two-step process, first the store manager must turn on the Show-Store-Header-Image option on the Single Store Settings page of the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Single Store

And then the store manager must upload a header image on the store's Image Settings page in the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Images

The use of a header image is typically an important part of developing the look and feel for a store in single-store mode.

The Header, Left Nav, and Footer Fields

Extra HTML can be added to stores in single-store mode. This HTML can be used for a wide range of purposes: for example, you can add additional text to store headers, you can add additional images, you can add navigation buttons, you can add informational tables, and you can add contact info to the footer. You can make these changes and many more edits. The limit is your own imagination.

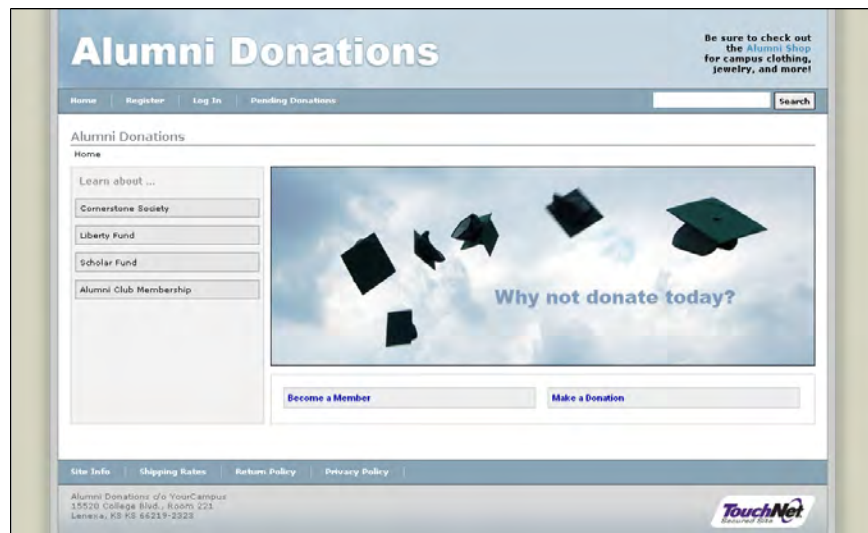
Important! The use of HTML in the header, left navigation and footer fields requires knowledge of CSS and HTML. We strongly recommend that only experienced web designers attempt to make these edits. Improperly formatted CSS or HTML may prevent customers from using stores.

The ability to add HTML to the header, left navigation, and footer fields provides store managers with a potentially powerful means of adding content to stores. It also provides web designers with the means of customizing the look and feel of stores so that store branding can be emphasized.

Store managers can add HTML to the header, left navigation, and footer fields by going to the Single Store Settings page of the Operation Center:

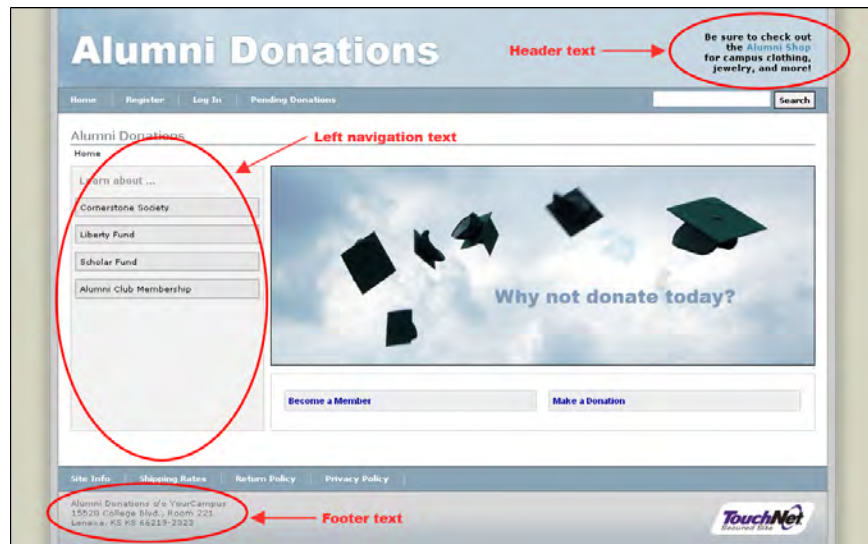
[merchant name] > Stores > [store name] > Store Settings > Single Store

Here is an example of a store in which extra HTML was added to the header, left navigation, and footer fields:



This store adds HTML to its pages via the header, left navigation, and footer fields.

And this example points out where the extra HTML is located in the previous example:



These callouts point out where HTML was added to this store page.

Note: In this example, extra HTML was used to add text and a link in the header. In the left navigation area, extra HTML and CSS modifications were used to build the new navigation menu. This menu contains direct links to the details pages for four products. In the footer, extra HTML was used to add the school address.

To order to use the header, left navigation, and footer fields for adding HTML, you will need to make CSS modifications.

For more information about single-store style sheets and CSS, see **"Single-Store Style Sheets" on page 57.**

Single-Store Style Sheets

The style sheets for stores in single-store mode can be downloaded and uploaded by store managers. Once a store manager has downloaded a store style sheet, the store manager can modify the style sheet and then upload and activate the style sheet for the store.

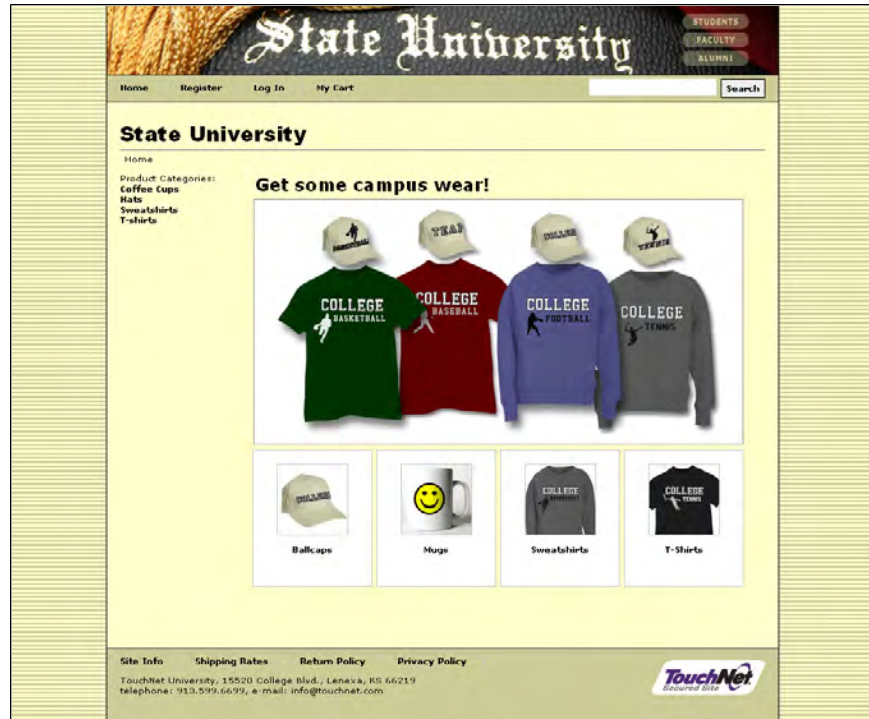
[merchant name] > Stores > [store name] > Store Settings > Single Store Style Sheets

Style sheet modifications can be used for a wide range of purposes. Some store managers may simply use style sheet edits to make simple changes to font families or font sizes, while other store managers may use style sheet edits to completely overhaul the look and feel of a store. The latter type of style sheet modification may involve using background colors and images that reflect the store branding. This type of change may be used to make a store look considerably different than the stores that use the mall look and feel.

For example, you can choose whether the site should be centered or left justified. You can choose whether the header and footer should span the entire browser window or be limited to a set pixel width. You can change background colors, font families, font sizes, link colors, and many other page elements.

Important! Any major changes to the style sheets should be performed by an experienced web designer. Faulty CSS code can cause stores to stop loading correctly in the web browsers of your customers.

Here is an example of a store in single-store mode that has been customized with style sheet changes.



The style sheets have been modified for this store.

The following list indicates the range of changes that can be made to the look and feel of stores through style sheet changes:

Modifying site layout

- Using a centered layout
- Using a left-justified layout
- Modifying the width of the content areas

Modifying background colors

- Modifying the header background color
- Modifying the footer background color
- Modifying the background color of the top navigation menu
- Modifying the background color of the left navigation buttons

- Modifying the background color of the bottom navigation menu
- Modifying the main content background color
- Modifying the margin colors
- Modifying the width and color of borders

Modifying link colors

- Modifying the link color used in the breadcrumbs
- Modifying the link color used in the top and bottom navigation menus
- Modifying the link color used in the main content area
- Modifying the link color used in the footer

This is a small sampling of the types of changes that can be accomplished by making style sheet changes. More advanced users with experience coding CSS can make more far-reaching changes to the store's look and feel, particularly when combining customized CSS with customized HTML (as is allowed with the header, left navigation, and footer fields, as well as the special announcement field).

Part 2: Layout Settings

3.0 Mall Layout Settings

Administrative-level settings determine how the uStores shopping mall will look and function. These settings involve uploading images and stylesheets, creating store categories and product categories, and entering HTML in the special announcement field. Marketplace gives you a wealth of opportunities for creating and modifying the Marketplace uStores mall.

This section focuses on those administrative settings that affect the layout of the uStores Mall. In addition, this section discusses the creation of store and product categories because these categories have a direct impact on the left navigation menu (as well as the tabbed section of the mall home page).

Administrative-level setup must be completed by a Marketplace administrator.

3.1 General Settings

To view the General Settings page, make the following selections in the left navigation menu:

Navigate to Marketplace Home > System Administration > Settings > General.

The General Settings page then appears. One field directly involves layout issues for the uStores home page: the Special Announcement field. Additional sets of fields affect the bottom navigation menu and the informational pages that are launched when customers select the Privacy Policy, Help, and Accessibility links. And another setting allows for the formatting of the Site Info page.

Special Announcement

This message appears on the uStores mall's home page. You may want to plan your special announcements around individual stores, promotions, products, or seasonal advertising.



The screenshot shows a form titled "Special Announcement". It has two main sections. The left section is a text area with the placeholder text "Special announcement for shoppers (5,000 chars max): (HTML Allowed)". The right section is a code editor with a yellow background, containing the following HTML code: `<div style="font-size: 11.0px; margin-bottom: 5px; margin-left: 10px; margin-right: 10px;"> Be sure to check our specials on campus wear! </div>`. The code editor has a scrollbar on the right side.

The Special Announcement field on the General Settings page

You can enter up to 5000 characters in this field. These characters may include HTML, which can be used to change the appearance of the special announcement.

Note: For an example of using the Special Announcement field, see **"Special Announcements" on page 16.**

HTML entered in this field must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to this field.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML comments, form tags, iframe tags, object tags, and some additional code—including JavaScript.

Note: For more about acceptable HTML and CSS, see ["Security Validation" on page 175](#).

Bottom Navigation Menu Links

The General Settings page includes options for managing the Privacy Policy, Help, and Accessibility links in the bottom navigation menu. These links can be used by shoppers to view information pages.

Site Info Settings	
Enable Site Info Link:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Text For Site Info Link:	<input type="text"/>
Site Info Link URL:	<input type="text"/>
- OR -	
Site Info Text (50,000 chars max): (HTML Allowed)	<div><div></div></div>
Privacy Link Settings	
Enable Privacy Link:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Text For Privacy Link:	<input type="text"/>
Privacy Link URL:	<input type="text"/>
- OR -	
Privacy Text (50,000 chars max): (HTML Allowed)	<div><div></div></div>
Help Link Settings	
Enable Help Link:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Text For Help Link:	<input type="text"/>
Help Link URL:	<input type="text"/>
- OR -	
Help Text (50,000 chars max): (HTML Allowed)	<div><div></div></div>
Accessibility Link Settings	
Enable Accessibility Link:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Text For Accessibility Link:	<input type="text"/>
Accessibility Link URL:	<input type="text"/>
- OR -	
Accessibility Text (50,000 chars max): (HTML Allowed)	<div><div></div></div>

On the General Settings page, these fields all accept HTML.

Descriptions of the Privacy/Help/Accessibility Fields

Enable [Site Info/Privacy/Help/Accessibility] Link

Separate sections for Site Info, Privacy, Help, and Accessibility allow you to manage these links and the informational pages that the links reference. By enabling each of these links, you determine if these links will be displayed in the bottom navigation menu. Stores in single-store mode can be configured with their own status for the Privacy, Help, and Accessibility links.

TouchNet strongly recommends that you develop policies regarding the privacy of shoppers' data and the use of unsolicited bulk e-mail. Policies such as these should be available for shoppers from the Privacy Policy link in uStores.

In addition, TouchNet strongly recommends that you develop policies regarding user accessibility. These policies should be available for shoppers from the Accessibility link in uStores.

Text for [Site Info/Privacy/Help/Accessibility] Link

The text for the Privacy, Help, and Accessibility links can be customized to meet the meetings of your installation of Marketplace. The alternate text that you enter in these fields will appear in the bottom navigation menu in uStores.

[Site Info/Privacy/Help/Accessibility] Link URL

An entry in the [Privacy/Help/Accessibility] URL field determines what happens when the shopper selects the corresponding link in the bottom navigation menu of uStores. If an entry is made in this field, a separate browser window will be used for loading the web page targeted by the URL. If no entry is made in this field, the entry in the [Privacy/Help/Accessibility] Text field will be displayed in a modal window.

Note: When you enter a URL, be sure to include "http://" at the beginning of the URL. For example, enter "http://www.statecollege.edu/policies/privacy.htm"; do NOT enter "www.statecollege.edu/policies/privacy.htm". If you do not include "http://" in the URL, the targeted web page will not load in the customer's browser.

[Site Info/Privacy/Help/Accessibility] Text

You can maintain the privacy policy page, the help page, and the accessibility page by using these fields.

You can enter up to 50,000 characters in each of these fields. These characters may include HTML.

HTML entered in this field must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to this field.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML form tags, iframe tags, object tags, and some additional code—including JavaScript.

For more information about using HTML or CSS, please see the *Marketplace 6.5 uStores Layout Guide*.

Note: For an example of where these links appear in the bottom navigation menu, see "[Bottom Navigation Menu for the Mall](#)" on page 12.

3.2 Images

To choose images for your uStores site, follow these steps.

- 1 Navigate to Marketplace Home > System Administration > Settings > Images.

The uStores Images page opens (shown below).

Note: Only an administrator can upload uStores site-level images.

The uStores Image Settings page.

- 2 In the Splash Image section, click the "Upload Splash Image" link. A pop-up Image Upload box opens.

Note: The splash image will appear on the Marketplace uStores home page.

- 3 Browse to your image file, select the file, and then click the Upload Now button.

- 4 In the Header Image section, click the "Upload Header Image" link. A pop-up Image Upload box opens.

Note: The header image will appear in the header of all Marketplace uStores pages.

- 5 Browse to your image file, select the file, and then click the Upload Now button.

- 6 Click the Save button.

Note: For an example of using a splash image and a header image, see ["What Shoppers See: The Mall" on page 7](#).

Image Specifications

- You can only use GIF, JPG, or PNG format images.
- Splash images are best displayed at a pixel size of 680 (width) x 250 (height).
- Header images are best displayed at a pixel size of 960 (width) x 100 (height).
- All images must have file sizes of 250K or less.

More About Header Images

With the default layout of uStores, the header area looks like this:



The mall header image appears in the header area.

The header area is 960 pixels wide. The mall header image appears flush left within the header area. If you have uploaded a header image that is less than 960 pixels wide by 100 pixels high (which is the recommended size), you will see part of the background that has been applied to the header area. (For a discussion of editing background properties, see ["Backgrounds" on page 143](#).) By default, the background color of the header area is white. This background color can be changed by editing the *marketplace.css* style sheet. For more about downloading and uploading style sheets, see ["Mall Style Sheets" on page 70](#).

Here is an example of how the header will look if the mall header image is smaller than 960 pixels wide by 100 pixels high.



In this example, the mall header image is much smaller than the header area.

In this situation, we recommend you take one of the following actions:

- Upload a new header image that is 960 pixels wide by 100 pixels high.
- Upload a new header image that uses a transparent background. This will allow the header's background to show through the transparent portion of the header image, which will make the header image blend into the header area.
- Edit the style sheet so that the header background color blends into the mall header image.

Important! Upon upgrade from Marketplace 5.x to Marketplace 6.x, the header size is increased from 800 pixels wide to 1024 pixels wide. We recommend that you view uStores in a browser soon after the upgrade and then take one of the actions described above so that the header image and header background work well together.

3.3 Mall Style Sheets

By editing the uStores style sheets, you can take greater control of how the uStores mall is displayed.

Note: For examples of style sheet modifications, see ["Style Sheet Edits" on page 127](#).

Important! Any major changes to the mall style sheets should be performed by an experienced web designer. Faulty CSS code can cause the mall to stop loading correctly in the web browsers of your customers.

System administrators can download and upload style sheets that determine the look-and-feel of the uStores mall by using the Mall Style Sheet Settings page in the System Administration section of the Operation Center:

System Administration > Settings > Style Sheets

The Marketplace Style Sheets page then appears.

Marketplace Style Sheets

To customize the layout of Stores, you can download and upload mall style sheets.

Main Style Sheet

Use this style sheet

The following style sheet controls how the mall and stores are displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. Once uploading a style sheet, you can choose which style sheet to use (the default version or the revised version) by selecting the corresponding radio button. (Filename: marketplace.css)

<input type="radio"/>	Default main style sheet	Download
<input checked="" type="radio"/>	Revised main style sheet	Download Upload

Cart Style Sheet

Use this style sheet

The following style sheet controls how the cart is displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. Once uploading a style sheet, you can choose which style sheet to use (the default version or the revised version) by selecting the corresponding radio button. (Filename: checkout_stylessheet.css)

<input checked="" type="radio"/>	Default cart style sheet	Download
<input type="radio"/>	Revised cart style sheet	Download Upload

Supplementary Style Sheets

Use this style sheet

You can upload supplementary Stores mall style sheets. By selecting the corresponding checkboxes, you tell Marketplace to use these style sheets. Multiple supplementary style sheets can be used at the same time. (Limit of 5)

<input checked="" type="checkbox"/>	tweaks.css	Download Upload Remove
-------------------------------------	------------	------------------------

Upload a supplementary style sheet: Upload

Save

Administrators manage style sheets by using the Mall Style Sheet Settings page.

The following types of style sheets can be used with the uStores mall:

- Main Style Sheet**—The main style sheet controls how the mall and stores are displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. After you have uploaded a revised style sheet, you can then activate the style sheet by choosing the radio button for the revised style sheet. You can also revert to the default main style sheet. (Required filename: *marketplace.css*.)
- Cart Style Sheet**—The cart style sheet controls how the cart and checkout pages are displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. After you have uploaded a revised style sheet, you can then activate the style sheet by choosing the radio button for the revised style sheet. (Required filename: *checkout_stylessheet.css*.)
- Supplementary Style Sheets**—The system administrator can also upload up to five supplementary style sheets as necessary. These style sheets for various purposes. They might be used to provide new styles for use with HTML added via the mall "special announcement" field or the product descriptions that appear on uStores product detail pages.

Modifying Style Sheets

Use the following steps for downloading, modifying, and uploading style sheets for uStores:

- 1 Click the Download button for the "Default" style sheet" that you would like to edit (or if you have already uploaded a style sheet, click the Download button for the "Revised" style sheet that you need to edit).

Your browser's save window will then appear.

- 2 Save the file.
- 3 Open the downloaded style sheet in the editor of your choice.
- 4 Edit the styles as necessary.

Your browser's save window will then appear.

Important! To ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS code is not allowed in uploaded style sheets. For critical information about the validation process, see ["Validation of Style Sheets" on page 73](#). And for a complete list of all allowed CSS, see ["Security Validation" on page 175](#).

- 5 Save the style sheet.
- 6 Use the following file names:
 - The main style sheet must be named **marketplace.css**.
 - The cart style sheet must be named **checkout_stylesheet.css**.

Note: The above file names must be used or Marketplace will not allow you to upload your revised style sheets.

- 7 Click the Upload button for the corresponding style sheet type.
The Marketplace CSS Upload window appears.
- 8 Click the Browse button and locate the style sheet that you modified.
- 9 Click the Upload Now button.

As part of the upload process, Marketplace validates the uploaded style sheet. Any CSS code that Marketplace considers to be invalid will not be accepted. A list of errors will be returned. You must fix these errors before Marketplace will accept your style sheet. We recommend you become proficient in authoring CSS before you attempt to upload style sheets.

Important! For critical information about the validation process, see ["Validation of Style Sheets" on page 73](#).

- 10 Select the corresponding "Revised" radio button in order to activate your modified style sheet.
- 11 Click the Save button.

Using Supplementary Style Sheets

As an alternative to modifying the main style sheet (or the cart style sheet), you can use the "Supplementary Style Sheets" feature to upload additional style sheets to be used by the uStores mall. Supplementary style sheets can be used to override the styles in the main style sheet.

When the uStores mall loads in the customer's browser, the main style sheet will load first and then the supplementary style sheets (thus overriding the mall style sheet).

Supplementary style sheets might come in handy if you want to separate uStores styles into multiple style sheets or if you want to introduce new styles to be used with configuration fields that allow you to add HTML to various uStores pages (such as the Announcement field, which can be used to add HTML to the mall home page, or the Product Description field, which can be used to add HTML to Product Detail pages).

You can upload up to five supplementary style sheets for use by your uStores mall. Use the checkboxes in the "Use this style sheet" column to select which supplementary style sheets should be active and then select the Save button.

Like the main style sheet, supplementary style sheets must pass a validation process before they can be uploaded. For more information about the validation process, see ["Validation of Style Sheets" on page 73](#).

Validation of Style Sheets

As part of the upload process, Marketplace validates the uploaded style sheet. Any CSS code that Marketplace considers to be invalid will not be accepted. A list of errors will be returned. You must fix these errors before Marketplace will accept your style sheet. We recommend you become proficient in authoring CSS before you attempt to upload style sheets.

In addition, to ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS code is not allowed in uploaded style sheets.

This code includes (but is not limited to) the following:

- Position attributes with values of "absolute" or "relative"
- JavaScript
- Comments
- And any other code that TouchNet determines may potentially represent a security threat.

If any code in your style sheet does not pass the validation process, Marketplace will prompt you to edit the corresponding lines of your style sheet.

Important! The default uStores style sheet includes a comment at the beginning of the file. This comment identifies the file version. When you download this style sheet, this comment is included in the style sheet. Before you can successfully upload your edited uStores style sheet, you **MUST** remove this comment.

See **"Security Validation" on page 175** for a complete list of the HTML tags and CSS properties that are accepted by Marketplace.

Important! Marketplace does not currently provide a means for uploading the additional image files that might be referenced by your customized mall style sheet. If you would like for your style sheet to reference additional image files, you will need to place these image files on a server that can be accessed from Marketplace uStores.

Store Categories

By using store categories, you build the left navigation menu. Customers can then use these categories to navigate to stores. Store categories provide a means for organizing stores into logical groups. This is especially important if your campus has a large number of stores.

Store categories are created by administrators. Administrators name and manage these categories. Store categories work well for grouping all the stores created by a campus department or organization. For example, an alumni group may have several stores, and this group may wish for their stores to be grouped into a store category named "Alumni."

Administrators do NOT place stores into store categories. It is up to store managers to choose whether to place their stores into store categories.

Note: For an example of store categories in the left navigation menu, see **"Left Navigation Menu" on page 9**.

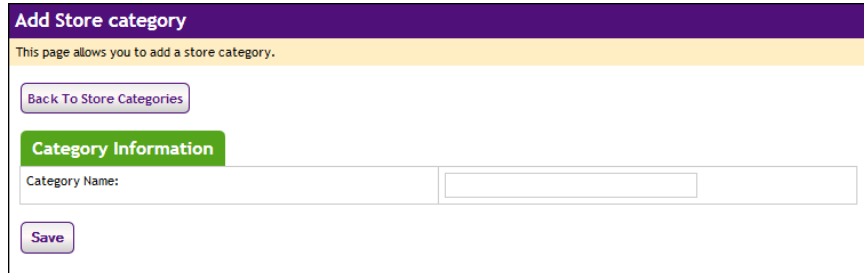
To set up mall-level store categories, follow these steps.

- 1 Navigate to Marketplace Home > System Administration > Settings > Store Categories. The Store Categories page opens.

Id	Name	Stores	Actions
1	Alumni	2	Edit
0	Athletics	2	Edit
3	English Department	0	Edit Delete
4	Music Department	1	Edit
2	Student Union	4	Edit

The Store Categories page

- 2 Click the Add Store Category link. The Add Store Category page appears.



The Add Store Category page.

- 3 Enter a name for the store category.
- 4 Click Save.

Note: After mall-level store categories have been created, it is the responsibility of store managers to place their stores into these categories.

Store Category Tips

- Check with store managers to hear what store categories would help them most. Also, tell store managers when new store categories are added or changed so they can make sure stores are in the right categories.
- If a category is empty, shoppers won't see its link in the site. You can add empty categories while you are figuring out the best structure for your site, and then remove unused categories later.
- Avoid giving a category the same name as a store or as a product category. If category names and store names are the same, navigation may be confusing for shoppers.
- Changes to store categories are visible to online shoppers immediately. (New store categories become visible when stores are placed in these categories.) If your changes can affect shopping in progress, you may want to take the store or site offline while you update category structure.

Managing Store Categories

You can edit a store category name by clicking the Edit link of the corresponding category. You can then edit the store name and upload a store category logo.

A store category thumbnail image can be uploaded with the Edit Store Category page.

Store category thumbnail images will appear on the Store Categories tab of the uStores mall home page. By default, store category thumbnail images are displayed on the mall home page in an area that is 48 pixels wide by 48 pixels high.

Note: You can upload images larger than the recommended size; however, only the upper left corner (48 pixels wide by 48 pixels high) of these images will be displayed.

Mall Product Categories

uStores mall product categories (created at the system-administration level) contain products from all stores, not just from one store.

If you chose in your general settings to display category links, then store managers can showcase products in product categories.

Use products categories to help customers find products faster. If several stores stock the same types of products—for instance, logo wear—a single product category on the home page will help shoppers find all those products in the site.

These categories are listed in the left navigation menu of the mall home page and in the tabbed section on the uStores mall home page. For examples of the product category pages, see **"Product Categories Layout" on page 21**.

Note: Only an administrator can set up uStores product categories.

To set up system-level product categories, follow these steps.

- 1 Navigate to Marketplace Home > System Administration > Settings > Product Categories. The Marketplace Product Categories page opens.

Marketplace Product Categories

This page allows you to configure the mall level product categories used by stores. A category is shown if products have been assigned. Categories assigned to products can not be deleted.

Add Top-Level Category

Product Category List

Product Categories

Id	Name	Products	Actions
1	Clothing	21	Edit Add Sub-Level Category
30	Clothing - Ballcaps	2	Edit Add Sub-Level Category
35	Clothing - Sweatshirts	1	Edit Add Sub-Level Category
34	Clothing - T-Shirt	1	Edit Add Sub-Level Category
3	Events	15	Edit Add Sub-Level Category

The Marketplace Product Categories page

- Click the Add Top-Level Category link. Or, if you already have top-level categories and want to add subcategories under them, click the Add Sub-Level Category link. The Category Management pop-up opens.

New Category Name: (50 characters max)	<input type="text"/>
Product Layout:	Detailed <input type="button" value="v"/>
<input type="button" value="Cancel"/>	<input type="button" value="Save"/>

- Enter your category or subcategory name.
- Select a product layout. (For details on product layouts, see "Choosing Product Layouts" below.)
- Click Save.

Choosing Product Layouts

The category's product layout determines how shoppers view the list of products. Choose the best layout for each category and its products. To choose a product layout, think about the kinds of products and how many products are in the category. For examples of the product category layout pages, see "[Product Categories Layout](#)" on page 21.

- Name and Price.** The shopper sees product names and prices. This layout works well when products don't have images, or when the category contains many products. With the Name and Price layout, shoppers won't have to scroll as far through a long product list.
- Thumbnail Layout.** The shopper sees product thumbnail images and names. This layout works well for many product groupings. Products appear from left to right in rows on the page.
- Detailed Layout.** The shopper sees product thumbnail images, short descriptions, names, and prices. This layout works well for categories that don't contain many products, or when you want to quickly

advertise more information about the products in a category. The shopper scrolls down the page to see each detailed product listing.

Adding Category Graphics and Changing Category Features

To add or change category graphics and edit other category setup:

- 1 Go to Marketplace Home > System Administration > Settings > Product Categories.
- 2 Click the Edit link for the category you want to set up. The Edit Product Category page opens.

Edit Product Category

The category layout you choose applies to all products in the category. Use graphics in JPG, GIF, or PNG formats. Maximum file size is 250K.

[Back To Product Categories](#)

Parent Category: Clothing

Category Information

Name: Ballcaps

[Rename](#)

Layout

Product Layout: Detailed [View layout samples](#)

[Update Layout](#)

Side Banner Image

Best results is using an image with the recommended size W x H: 150 x 300 pixels

No Images

[Upload Side Banner](#)

Thumbnail Image

Best results is using an image with the recommended W x H: 80 x 80 pixels

No Images

[Upload Thumbnail Image](#)

This page contains fields for the Category Name, the Product Layout selection, and the Category Logo.

Note: For sub-categories, the Parent Category field also appears on this page, as well as the Category Thumbnail upload option.

- 3 Change the category name or product layout as needed.
- 4 If you would like to add a Side Banner to this category, click the Upload Side Banner button, browse to your image file, and then click the Upload Now button.

Note: The category side banner appears at the left side of the uStores category pages. For more about category logos, see "[Product Categories Layout](#)" on page 21.

- 5 If you would like to add a Category Thumbnail to this category, click the Upload Thumbnail Image button, browse to your image file, and then click the Upload Now button.

Note: The thumbnail image appears beside the category name in lists of subcategories. (Thumbnail images are not used with top-level category names.)

Image Specifications

When you design and save your category logo and thumbnail images, keep these limits in mind:

- You can only use GIF, JPG, or PNG format images.
- Category logos are best displayed at a width by height of 150 x 300 pixels.
- Category thumbnails are best displayed at 80 x 80 pixels.
- All images must have file sizes of 250K or less.

Important! It is your responsibility to ensure that you have all necessary rights for the images you upload. Images that you did not create (such as images on other web sites) are typically protected by copyright law and should not be uploaded for use in Marketplace unless you have received permission from the copyright holder.

Category Design Tips

- Check with Store Managers to hear what category choices would help them most. Also, tell Store Managers when system-level categories are added or changed so they can make sure products are in the right categories.
- If a category is empty, shoppers won't see its link in the site. You can add empty categories while you are figuring out the best structure for your site, then remove unused categories later.
- Avoid giving a category the same name as a store. If category names and store names are the same, navigation may be confusing for shoppers.
- Category layout can improve navigation. For example, a category that includes products with no images might require the Name and Price layout.

- Changes to categories are visible to online shoppers immediately. (New categories become visible when products are placed in them.) If your changes can affect shopping in progress, you may want to take the store or site offline while you update the category structure.

4.0 Store Layout Settings

Store-level layout settings determine the look and feel of individual stores. Many, if not most, of the settings that determine look and feel are established at the administrative level and affect all stores in the mall. These administrative settings are discussed in ["Mall Layout Settings" on page 63](#).

Some additional layout settings reside at the store level. These settings govern store splash images, side banners, special announcements, store-level product categories, as well as the layout template used by each store's home page.

In addition, stores in single-store mode have many more options available that affect look and feel and how customers use these stores. Single-store mode options are discussed in ["Single-Store Mode" on page 88](#)

Store-level setup must be completed by a Marketplace merchant or store manager.

4.1 General Settings

To view the Store General Settings page, make the following selections in the left navigation menu:

[merchant name] > Stores > [store name] > Store Settings > General.

The [Store] General Settings screen then appears. Three fields on this page involve layout issues: the Store Home Page Layout field, the Special Announcement field, and the Return Policy field.

Store Home Page Layout:	Splash (Top Level Categories and Splash Image) ▼
-------------------------	--

The Store Home Page Layout field determines which layout template will be used.

Store Home Page Layout

The choice that you make in this field has a profound effect on the look-and-feel of your store. Choose a Store Home Page Layout from the dropdown list. Two options are available:

- **Default (Top Level Products and Categories)**—This store home page layout uses a grid of thumbnail images for each product and category.
- **Splash (Top Level Categories and Splash Image)**—This store home page layout allows you to upload a splash image. Below this splash image, links will appear for the store's product categories. No product or category thumbnail images appear with this layout option.

For examples of the available layout options, see ["Store Layout" on page 35](#).

The Special Announcement field accepts HTML.

Special Announcement for Stores

This message appears on your store's home page. You may want to plan your special announcements around individual stores, promotions, products, or seasonal advertising.

You can enter up to 5000 characters in this field. These characters may include HTML and/or CSS, which can be used to change the appearance of the special announcement.

For an example of using the Special Announcement field, see ["Store Announcements" on page 40](#).

The Return Policy field accepts HTML.

Return Policy

A link to the Return Policy page appears in the bottom navigation menu for store pages—as well as during the checkout process. When customer's click this link, the Return Policy page appears. The HTML that appears on the Return Policy page is determined by the contents of the Return Policy field.

TouchNet strongly recommends that each store develop a return policy. The return policy that you enter should apply for all of your store's products. Differences in the return policy for individual products should be noted in the product descriptions.

You can enter HTML in the Return Policy field. This HTML will appear on the Return Policy page. You can enter up to 5000 characters in the Return Policy field.

HTML entered in this field must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to this field.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML comments, form tags, iframe tags, object tags, and some additional code—including JavaScript.

Note: For more about acceptable HTML and CSS, see ["Security Validation" on page 175](#).

HTML entered in this field must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to this field.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML comments, form tags, iframe tags, object tags, and some additional code—including JavaScript.

Note: For more about acceptable HTML and CSS, see ["Security Validation" on page 175](#).

4.2 Images

Each store can have its own side banner and splash image (if the splash layout is being used). In addition, stores in single-store mode can have a header image.

Note: To see examples of side banner and splash images, see ["What Shoppers See: Stores" on page 35](#). For examples of header images, see ["Header Image" on page 54](#).

Follow these steps to set up the images for your store.

- 1 From the left navigation menu, navigate to Marketplace Home > [merchant] > Stores > [store] > Store Settings > Images. The [Store] Image Settings page appears.

Note: The following example shows the Image Settings page as it appears for a Splash home page layout (in single-store mode). If you chose the Default home page layout in General Settings you will only see the Side Banner section on the Image Settings page..

Alumni Donations Images

Use graphics in JPG, GIF, or PNG formats. Maximum file size is 250K.

Side Banner Print Page


Best results is using an image with the recommended W x H: 150 x 300 pixels

No Images

[Upload Side Banner](#)

Splash Image

Best results is using an image with the recommended W x H: 680 x 280 pixels



[Upload Splash Image](#) [Remove Splash Image](#)

Splash image can be linked to one of the following

Store Category:	none
Product:	none
Or a specific url:	
plus a description (shown as the alternate text):	

[Save](#)

2 Upload your store side banner.

The store side banner appears on the left side of product pages in your store. If you are using single-store-only mode, this image may not display if you selected to use a store header image in the header (on the [Store] General Settings page).

Note: By default, this image should be no wider than 150 pixels; however, if the uStores style sheet (*marketplace.css*) has been modified to increase the width of this area, a wider side banner may be acceptable.

3 Upload your store header image (if applicable).

This option only appears if you both 1) selected single-store-only mode when choosing the store settings and 2) selected to use a store header image in the header (on the Single Store Settings page). In this case, the store header image will be used if the customer arrives at the store by using a direct link that includes the "SINGLESTORE=true" parameter. This image will appear in the header area of the store's web pages. However, if a customer arrives at the store by way of the Marketplace mall (if the store is viewable

in the mall), the mall header image will appear in the header, not the store header image.

4 Upload your splash image (if applicable).

The splash image appears on your store's home page only when the Splash home page layout is selected on the [Store] General Settings page. If the Splash layout option is not selected, the splash image option will not be displayed.

Note: By default, this image should be no wider than 680 pixels; however, if the uStores style sheet (*marketplace.css*) has been modified to increase the width of this area, a wider splash image may be acceptable. Likewise, if the style sheet has been modified to reduce the width of this area, a narrower splash image may be required to prevent potential layout problems.

5 Optional: link the splash image to a store category, product, or URL. A shopper who clicks on the splash image will be routed to the destination. Without link information, the splash image is static (not a broken link).

If you use a URL, enter the full URL, beginning with <http://>. Use the description box to describe the web page you'll link to. When the shopper passes the cursor over the splash image, the description will appear.

Image descriptions help visually impaired users, who can hear the text through screen reader tools. The descriptions may be required by your school for compliance with federal regulations.

6 Click the Save Store Image Info button.

Image Specifications

- You can only use GIF, JPG, or PNG format images.
- Side banners are best displayed at a pixel size of 150 (width) x 300 (height).
- Store header images are best displayed at a pixel size of 960 (width) by 100 (height).
- Splash images are best displayed at a pixel size of 680 (width) x 280 (height).
- All images must have file sizes of 250K or less.

4.3 Store Product Categories

When you create store product categories, you will need to consider some layout choices, so we will focus on those layout choices in the following section.

Store product categories make it easier for shoppers to find what they are looking for. Store product categories and subcategories let you group your products any way you want within your store.

Store managers can create and manage store product categories by using the Store Categories Settings page:

[merchant name] > Stores > [store name] > Store Settings > Categories

Id	Name	Products	Actions
19	Drawing Equipment	5	Edit Add Sub-Category
22	Paper	3	Edit Add Sub-Category
20	Pencils	4	Edit Add Sub-Category
21	Pens	4	Edit Add Sub-Category

Selecting a Layout When Creating a Category

To add a new top-level category, click the Add Top-Level Category link. A pop window then appears that asks for a New Category Name. You must also make a Product Layout selection.

Several product layout options are available from the dropdown menu:

- **Detailed**—The shopper sees product thumbnail images, short descriptions, names, and prices. This layout works well for categories that don't contain many products or when you want to quickly advertise more information about each product in a category.
- **Thumbnail**—The shopper sees product thumbnail images and names. This layout works well for categories that contains a small to moderate number of categories. Products appear from left to right in rows on the page.
- **Name and Price**—The shopper sees product names and prices in a tabular format. This layout works well for large numbers of products. With the Name and Price layout, shoppers see a condensed list of all the products in a category.

For examples of these three layout options, see ["Store Product Categories" on page 38](#).

Maintaining Categories

After you have created a store product category and assigned a product layout, you can upload images to use with the category.

When you select the Edit link for a category, the Edit Store Category page appears.

Architectural Supplies Edit Store Category

The category layout you choose applies to all products in the category. Use graphics in JPG, GIF, or PNG formats. Maximum file size is 250K

[Back To Category Management](#)

Category Information

Category Name:

[Rename](#)

Layout

Product Layout: [View layout samples](#)

[Update Layout](#)


Side Banner

No Images

Best results is using an image with the recommended W x H: 150 x 300 pixels

[Upload Side Banner](#)

Thumbnail Image



Best results is using an image with the recommended W x H: 80 x 80 pixels

[Upload Thumbnail Image](#) [Remove Thumbnail Image](#)

On this page you can upload a category side banner and a category thumbnail image. Shoppers will see the category side banner to the left of the products on the category page. You are NOT required to use a category side banner. In fact, in many situations, you may find the product layout looks better without a category side banner; however, category side banners work especially well with the Name and Price layout. For examples of using a category side banner, see ["Store Product Categories" on page 38](#).

Top-level Category thumbnail images will appear on the store's home page if the default (thumbnail) layout is being used. Sub-category thumbnail images will appear on the category layout page for top-level categories.

Image Specifications

- You can only use GIF, JPG, or PNG format images.
- Category side banners are best displayed at a width by height of 150 x 300 pixels.
- Category thumbnails are best displayed at 80 x 80 pixels.
- All images must have file sizes of 250K or less.

4.4 Single-Store Mode

Marketplace provides opportunities for customizing stores through the use of single-store mode. These customizations can have a major impact on the customer experience, particularly the use of customized style sheets and optional HTML.

Stores may use single-store mode for simple changes to button text (e.g., changing "Add to Cart" to "Make a Gift" or changing the word "buyer" to "donor"), or single-store mode can be used to customize the look and feel of a store completely (e.g., with new background images and colors specified in a customized style sheet).

For examples of stores in single-store mode, see [See "What Shoppers See: Single-Store Mode" on page 47.](#)

Navigate to Marketplace Home > [merchant] > Stores > [store] > Store Settings > Single Store.

Campus Wear Single Store Settings	
Settings on this page determine how the store will appear and function in single-store mode.	
General Settings	
Store Id :	1
Store Name:	Campus Wear
Use single store mode:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Store Is Viewable In Mall: (Only applicable when Use single store mode is Yes)	<input checked="" type="radio"/> Yes <input type="radio"/> No
When viewable in mall, display the store in this mode: (If you choose "Single store mode," customers will only be able to navigate back to the mall by using their browsers' back button.)	<input checked="" type="radio"/> Single store mode <input type="radio"/> Mall mode
When linking to a store in single store mode from the mall, display the following text in a pop-up message to indicate shoppers are leaving the mall (250 chars max):	Hey, you're leaving the mall! You can only navigate back to the mall by using your browser's back button.
Display Settings	
Show Cart Quantity:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Promotional Code:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Shipping Rates:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Registration:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Store Header Image:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Show Store Name In Header:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Alternate Text Settings	
Alternate "Add to Cart" Text:	
Alternate "Shopping Cart" Text:	
Alternate "Continue Shopping" Text:	
Alternate "Checkout" Text:	
Alternate "Order" Text:	Payment
Alternate "Buyer" Text:	

Complete the following fields:

General Settings

Store Id

This field displays the ID assigned to the store. You will need this ID number .

Store Name

The Store Name appears in the Operations Center and in financial reports. You can change this value on the [store] General Settings page.

Use single store mode

Single-store mode allows you to establish stores that are not part of the uStores mall. Customization options are available for stores in single-store mode that are not otherwise available. These customizations involve look-and-feel options as well as modifications to selected button/link text. In

addition, options are available for showing/hiding some of the page elements. For examples of using single-store mode, see **"What Shoppers See: Single-Store Mode" on page 47**.

Store is Viewable in Mall

When viewable in mall, display the store in this mode

When linking to a store in single store mode from the mall, display the following text in a pop-up message to indicate shoppers are leaving the mall

Only applicable when "Link to Single Store From Mall" is Yes.

Display Settings

Show Cart Quantity

In the Marketplace shopping application's Shopping Cart, as well as the checkout pages, a column for "Quantity" appears. This column indicates the quantity of each item that you are ordering. If this information is irrelevant for your store, you can have this column removed.

Note: The Show Cart Quantity field does NOT affect whether the store pages ask the customer to select a quantity of the product that they are ordering. Donation products and digital download products do not ask for the customer to select a quantity; however, the "generic" product type, which is typically used for physical products (hats, t-shirts, etc.) and events (such as event registrations), does ask for the customer to select a quantity.

Show Promotional Code

In the Marketplace shopping application's checkout process, a field for entering a promotional code appears. If this field is irrelevant for your store, you can have this column removed.

Show Shipping Rates

In the bottom navigation bar of the Marketplace shopping application, a link for "Shipping Rates" appears. If this link is irrelevant for your store, you can have this link removed.

Show Registration

In the top navigation bar of the Marketplace shopping application, links appear for "Register" and "Login." In addition, as part of the checkout process, registered users are given an opportunity to sign in (and non-registered users are given an opportunity to become registered). If these fields are irrelevant for your store, you can have these fields removed.

Show Store Header Image

In the header area of stores in single-store mode, you can add an image that replaces the mall-level header image. If you choose the "Yes" radio button, be sure to use the [Store] Images page to upload a store header image, as described in.

Show Store Name in Header

In single-store-only mode, you can add the store name (text) to the header. This text will appear right justified above the top navigation bar links.

Alternate Text Settings**Alternate "Add to Cart" Text**

On the product pages in the Marketplace shopping application, the words "Add to Cart" appear on buttons. If this language does not fit the needs of your store, you can enter alternative text in this field.

Alternate "Shopping Cart" Text

At various places in the Marketplace shopping application, the words "shopping cart" appear. If this language does not fit the needs of your store, you can enter alternative text in this field. (Your entry in this field will also replace instances of "My Cart" in the top navigation bar, including the cart icon image.)

Alternate "Continue Shopping" Text

As part of the Shopping Cart and Checkout pages, a "Continue Shopping" button appears. If this language does not fit the needs of your store, you can enter alternative language in this field.

Alternate "Checkout" Text

After the customer has placed items in their shopping cart, they can view the Shopping Cart. This page includes a "Checkout" button that can be used to initiate the checkout process. If this language does not fit the needs of your store, you can enter alternative language in this field.

Alternate "Order" Text

At various places in the Marketplace shopping application, the word "order" appears. If this language does not fit the needs of your store, you can enter alternative language in this field.

Alternate "Buyer" Text

At various places in the Marketplace shopping application, the word "buyer" appears. If this language does not fit the needs of your store, you can enter alternative language in this field.

Layout Settings	
Header (10,000 chars max): (HTML Allowed)	
Left Navigation (10,000 chars max): (HTML Allowed)	<div> <div >football="" >now="" >tennis="" ...<="" <="" <div="" ballcaps<="" class="donationbutton" div="" div>="" on="" sale="" sweatshirts<=""> </div></div>
Footer (10,000 chars max): (HTML Allowed)	Campus Wear c/o YourCampus, 15520 College Blvd., Room 221, Lenexa KS 66219-2323

Return Policy Settings	
Return Policy when disabled will remove the return policy from the footer and the return policy text at checkout.	
Enable Return Policy:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Use Mail Return Policy Text:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Text For Return Policy:	Return Policy

Privacy Link Settings	
Enable Privacy Link:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Use Mail Settings For Privacy Link:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Text For Privacy Link:	
Privacy Link URL:	
- OR -	
Privacy Text (50,000 chars max): (HTML Allowed)	

Layout Settings

Header

The text or HTML entered in this field will appear in the header area of the Marketplace shopping application. This text will only appear for stores displayed in single-store mode. 10,000 characters maximum.

Left Navigation

The text or HTML entered in this field will appear in the left navigation area of the Marketplace shopping application. This text will only appear for stores displayed in single-store mode. 10,000 characters maximum.

Footer

The text or HTML entered in this field will appear in the footer area of the Marketplace shopping application. This text will only appear for stores displayed in single-store mode. 10,000 characters maximum.

Note: HTML entered in the header, left navigation, and footer fields must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to these fields. For more information about using HTML or CSS, please see the *Marketplace uStores Layout Guide*.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML form tags, iframe tags, object tags, and some additional code—including JavaScript.

Help Link Settings	
Enable Help Link:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Use Mail Settings For Help Link:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Text For Help Link:	<input type="text"/>
Help Link URL:	<input type="text"/>
- OR -	
Help Text (50,000 chars max): (HTML Allowed)	<div></div>

Accessibility Link Settings	
Enable Accessibility Link:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Use Mail Settings For Accessibility Link:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Text For Accessibility Link:	<input type="text"/>
Accessibility Link URL:	<input type="text"/>
- OR -	
Accessibility Text (50,000 chars max): (HTML Allowed)	<div></div>

Advancement Settings	
Single Store Mode must be Yes and Store Is Viewable In Mail must be No. If store has products, store type setting can not be changed.	
Store Is Advancement:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Operator ID :	<input type="text"/>
Address Type :	<input type="text"/>
Email Type :	<input type="text"/>
Phone type :	<input type="text"/>
Gift code :	<input type="text"/>

You can use HTML in the Privacy, Help, and Accessibility fields

Return Policy Settings

Enable Return Policy

By default, the Review Order page of the checkout process displays the Return Policy Agreement for your store. However, if display of the Return Policy Agreement is not appropriate for your store, you can turn off the display of the Return Policy Agreement in uStores by selecting No for the Enable Return Policy option.

The Return Policy Agreement appears on the Review Order page of the checkout process. For uStores, you can turn off the display of the Return Policy Agreement.

The display of return policy is typically required by credit card regulations. However, if your store does not accept credit cards, or if the credit cards that you accept do not require the display of a return policy, then you may consider disabling the display of a Return Policy Agreement.

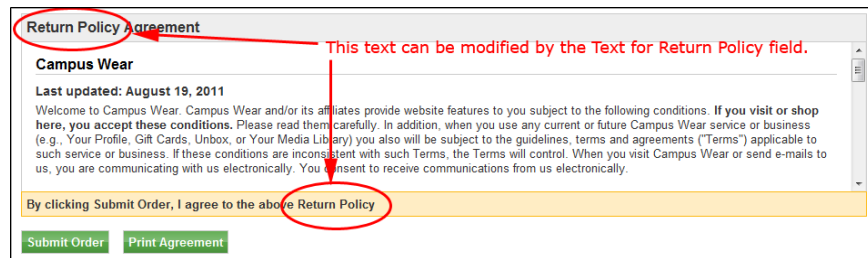
Important! Before you choose No for the Enable Return Policy option, we strongly recommend that you contact your credit card processor about credit card regulations and determine whether display of the return policy is required.

Use Mail Return Policy text

Instead of using the text configured in the Text for Return Policy field in single-store settings (see below), you can use the text configured for the mall on the General Settings page.

Text For Return Policy

The words "Return Policy" appear in the bottom navigation menu for stores, as well as during the checkout process. If this language does not fit the needs of your store, you can use the "Text for Return Policy" field to enter alternative text.



Here is an example of the Return Policy section that will appear to customers on the Review Order page of the uStores checkout process.

This field is NOT for the body text that appears for customers as the Return Policy Agreement (either on the Review Order page of the checkout process or on the Return Policy Agreement modal window). The body text for the Return Policy agreement is maintained on the General Settings page of stores.

Privacy/Help/Accessibility Link Settings

Enable [Privacy/Help/Accessibility] Link

Separate sections for Privacy, Help, and Accessibility allow you to manage these links and the informational pages that the links reference. By enabling each of these links, you determine if these links will be displayed in the bottom navigation menu. Stores in single-store mode can be configured with their own status for the Privacy, Help, and Accessibility links.

TouchNet strongly recommends that you develop policies regarding the privacy of shoppers' data and the use of unsolicited bulk e-mail. Policies such as these should be available for shoppers from the Privacy Policy link in uStores.

In addition, TouchNet strongly recommends that you develop policies regarding user accessibility. These policies should be available for shoppers from the Accessibility link in uStores.

Use Mall Settings for [Privacy/Help/Accessibility Link] Link

For the Privacy, Help, and Accessibility links, you can either use the settings that were established at the mall-level (in which case, select "Yes") or establish override values for the store (in which case, select "No").

If you select "No," the values you enter for the next three fields will be used. If you select Yes," the values for the next three fields are not used.

Text for [Privacy/Help/Accessibility Link] Link

The text for the Privacy, Help, and Accessibility links can be customized to meet the meetings of your installation of Marketplace. The alternate text that you enter in these fields will appear in the bottom navigation menu in uStores.

[Privacy/Help/Accessibility Link] URL

An entry in the [Privacy/Help/Accessibility] URL field determines what happens when the shopper selects the corresponding link in the bottom navigation menu of uStores. If an entry is made in this field, a separate browser window will be used for loading the web page targeted by the URL. If no entry is made in this field, the entry in the [Privacy/Help/Accessibility] Text field will be displayed in a modal window.

Note: When you enter a URL, be sure to include "http://" at the beginning of the URL. For example, enter "http://www.statecollege.edu/privacy.htm"; do NOT enter "www.statecollege.edu/privacy.htm". If you do not include "http://" in the URL, the targeted web page will not load in the customer's browser.

[Privacy/Help/Accessibility] Text

You can maintain the privacy policy page, the help page, and the accessibility page by using these fields.

You can enter up to 50,000 characters in each of these fields. These characters may include HTML.

HTML entered in this field must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to this field.

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML form tags, iframe tags, object tags, and some additional code—including JavaScript.

For more information about using HTML or CSS, please see the *Marketplace 6.5 uStores Layout Guide*.

Single-Store Style Sheets

The style sheets for stores in single-store mode can be downloaded and uploaded by store managers.

Once a store manager has downloaded a store style sheet, the store manager can modify the style sheet and then upload and activate the style sheet for the store. Store managers can download and upload style sheets by going to the Single Store Settings page of the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Single Store Style Sheets

Style sheet modifications can be used for a wide range of purposes. Some store managers may simply use style sheet edits to make simple changes to font families or font sizes, while other store managers may use style sheet edits to completely overhaul the look and feel of a store. The latter type of

style sheet modification may involve using background colors and images that reflect the store branding. This type of change may be used to make a store look considerably different than the stores that use the mall look and feel.

Important! Any major changes to the style sheets should be performed by an experienced web designer. Faulty CSS code can cause stores to stop loading correctly in the web browsers of your customers.

Campus Wear Single Store Style Sheets

The following settings are used if the store is in single-store mode.

Main Style Sheet

Use this style sheet

The following style sheet controls how the mall and stores are displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. Once uploading a style sheet, you can choose which style sheet to use (the default version, the revised version, or your customized version) by selecting the corresponding radio button. (Filename: marketplace.css)

<input checked="" type="radio"/>	Default main style sheet	Download
<input type="radio"/>	Revised main style sheet	Download
	Customized main style sheet	Upload

Cart Style Sheet

Use this style sheet

The following style sheet controls how the cart is displayed. You can download this style sheet. Your revised version of the style sheet can be uploaded. Once uploading a style sheet, you can choose which style sheet to use (the default version, the revised version, or your customized version) by selecting the corresponding radio button. (Filename: checkout_stylesheets.css)

<input type="radio"/>	Default cart style sheet	Download
<input checked="" type="radio"/>	Revised cart style sheet	Download
	Customized cart style sheet	Upload

Single Store Style Sheet

Use this style sheet

The following style sheet controls how the single store specific styles are displayed for single store. You can download this style sheet. Your revised version of the style sheet can be uploaded. Once uploading a style sheet, you can choose which style sheet to use (the default version, the revised version, or your customized version) by selecting the corresponding radio button. (Filename: single_store.css)

<input checked="" type="radio"/>	Default single store style sheet	Download
	Customized cart style sheet	Upload

Supplementary Style Sheets

Use this style sheet

The following supplementary style sheets are available for all stores in single-store mode to use. These style sheets are shared by all stores and can only be downloaded and uploaded at the administrative level. Use the checkbox to select which supplementary style sheets (if any) should be used with this store.

<input type="checkbox"/>	mall-override.css	Download
<input type="checkbox"/>	ferrismods.css	Download
<input type="checkbox"/>	tweaks.css	Download

Additional Store Style Sheets

Use this style sheet

You can upload additional style sheets for use by this store. Only style sheets marked as "Use this style sheet" will be used with this store. (Limit of 5)

<input checked="" type="checkbox"/>	leftnavtextFix2.css	Download	Upload	Remove
<input checked="" type="checkbox"/>	extra3.css	Download	Upload	Remove
<input checked="" type="checkbox"/>	singlestore3.css	Download	Upload	Remove

Upload an additional style sheet:

Upload

Save

Store managers manage style sheets by using the Style Sheet Settings page.

The following types of style sheets can be used by stores in single-store mode:

- Main Style Sheet**—The main style sheet controls most styles that are needed for displaying your store's home page, category pages, and product pages. You can download this style sheet, modify it, and then

upload your revised version of the file. Once you have uploaded a main style sheet, you must use the "revised" radio button to activate this style sheet. (Required filename: *marketplace.css*)

- **Cart Style Sheet**—The cart style sheet controls how your store's cart and checkout pages are displayed. You can download this style sheet, modify it, and then upload your revised version of the file. Once you have uploaded a cart style sheet, you must use the "revised" radio button to activate this style sheet. (Required filename: *checkout_stylesheet.css*)
- **Single Store Style Sheet**—The single store style sheet contains extra styles that are only used by stores in single store mode. You can download the default version of the single store style sheet, modify it, and then upload your revised version of this file. Once you have uploaded a single store style sheet, you must use the "revised" radio button to activate this style sheet. (Required filename: *single_store.css*)
- **Supplementary Style Sheets**—Up to five supplementary style sheets can be saved at the administrative level. These style sheets can be selectively used by all stores. These style sheets cannot be edited by store managers, only by administrators. Use the checkboxes to select which supplementary style sheets should be used with your store.
- **Additional Store Style Sheets**—You can upload up to five additional style sheets for use by your store. Use the checkboxes to select which additional store style sheets should be used.

Modifying Style Sheets

Use the following steps for downloading, modifying, and uploading style sheets for your store:

- 1 Click the Download button for the "Default" style sheet" that you would like to edit (or if you have already uploaded a style sheet, click the Download button for the "Revised" style sheet that you need to edit).

Your browser's save window will then appear.

- 2 Save the file.
- 3 Open the downloaded style sheet in the editor of your choice.
- 4 Edit the styles as necessary.

Important! To ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS code is not allowed in uploaded style sheets. For critical information about the validation process, see ["Single-Store Style Sheets" on page 96](#). And for a complete list of all allowed CSS, see ["Security Validation" on page 175](#).

- 5 Save the style sheet.

Use the following file names:

- The main style sheet must be named **marketplace.css**.
- The cart style sheet must be named **checkout_stylesheets.css**.
- The single store style sheet must be named **single_store.css**.

Note: The above file names must be used or Marketplace will not allow you to upload your revised style sheets.

- 6 Click the Upload button for the corresponding style sheet type.
The Marketplace CSS Upload window appears.
- 7 Click the Browse button and locate the style sheet that you modified.
- 8 Click the Upload Now button.

As part of the upload process, Marketplace validates the uploaded style sheet. Any CSS code that Marketplace considers to be invalid will not be accepted. A list of errors will be returned. You must fix these errors before Marketplace will accept your style sheet. We recommend you become proficient in authoring CSS before you attempt to upload style sheets.

Important! For critical information about the validation process, see **"Single-Store Style Sheets" on page 96**.

- 9 Select the corresponding "Revised" radio button in order to activate your modified style sheet.
- 10 Click the Save button.

Using Additional Store Style Sheets

As an alternative to modifying the main style sheet or the single store style sheet (or the cart style sheet), you can use the "Additional Store Style Sheets" feature to upload additional style sheets to be used by your store.

When your store loads in the customer's browser, the main style sheet will load first, followed by the cart style sheet, the supplementary style sheets, the single store style sheet, and finally the "additional" store style sheets. Each style sheet can override the styles in style sheets that have previously loaded. For example, styles in a supplementary style sheet can override styles in the main style sheet or the cart style sheet. Likewise, styles in an "additional" stylesheet can override styles in the main style sheet, the cart style sheet, supplementary style sheets, and the single store style sheet.

"Additional" store style sheets can also be used to provide new styles for additional HTML that you've added to pages via the numerous fields that allow HTML (such as the Header, Left Nav, and Footer HTML fields for stores in single-store mode).

"Additional store style sheets" might also come in handy if you want to separate store styles into multiple style sheets. You can upload up to five

"additional" style sheets for use by your store. Use the checkboxes in the "Use this style sheet" column to select which style sheets should be active and then select the Save button.

Like all style sheets, additional store style sheets must pass a validation process before they can be uploaded. For more information about the validation process, see ["Single-Store Style Sheets" on page 96](#).

Validation of Style Sheets

As part of the upload process, Marketplace validates the style sheet to be uploaded. Any CSS code that Marketplace considers to be invalid will not be accepted. A list of errors will be returned. You must fix these errors before Marketplace will accept your style sheet. We recommend you become proficient in authoring CSS before you attempt to upload style sheets.

In addition, to ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS code is not allowed by Marketplace in uploaded style sheets.

This code includes (but is not limited to) the following:

- Position attributes with values of "absolute" or "relative"
- JavaScript
- Comments
- And any other code that TouchNet determines may potentially represent a security threat.

If any code in your style sheet does not pass the validation process, Marketplace will prompt you to edit the corresponding lines of your style sheet.

For more about the validation process, see ["Security Validation" on page 175](#).

Important! The default uStores style sheet includes a comment at the beginning of the file. This comment identifies the file version. When you download this style sheet, this comment is included in the style sheet. Before you can successfully upload your edited uStores style sheet, you **MUST** remove this comment.

See ["Security Validation" on page 175](#) for a complete list of the HTML tags and CSS properties that are accepted by Marketplace.

Important! Marketplace does not currently provide a means for uploading the additional image files that might be referenced by your customized mall style sheet. If you would like for your style sheet to reference additional image files, you will need to place these image files on a server that can be accessed from Marketplace uStores.

The Store-Is-Viewable-in-Mall Option

Stores in single-store mode can be optionally viewed as part of the uStores mall. This option allows a store to reap the benefits of placement within the mall: the store will appear in the mall's left navigation menu (if the store has been assigned to a store category), the store will appear in the All Stores dropdown menu, and the store will appear on the All Stores tab on the mall home page. In addition, the products for these stores can be placed in mall product categories, and the store's products can be located using the uStores search functionality.

For an example of a store that uses the Store-Is-Viewable-In-Mall, see ["Single-Store Example" on page 48](#).

Store managers turn on the Store-Is-Viewable-In-Mall option on the Single Store Settings page of the Operation Center:

[merchant name] > Stores > [store name] > Store Settings > Single Store

The Display-the-Store-In-This-Mode Option

The "When viewable in mall, display the store in this mode" option is available if the "Store is Viewable in Mall" option has been set to Yes. The "Store is Viewable in Mall" option determines if a link to the store appears in the uStores mall, which allows a store to reap the benefits of placement within the mall. In turn, the "When viewable in mall, display the store in this mode" option then determines in which mode the store is displayed when shoppers navigate to the store from the mall—mall mode or single-store mode.

That is, when a customer clicks on a store name link in the left navigation menu of the uStores mall, the customer will leave the mall and enter the store in single-store mode. The store will use all of its single-store-mode customizations. Please keep in mind this means the customer will not see any means on the store pages of navigating BACK to the mall. The store is in true single-store mode, including the cart and checkout pages.

Note: When customers click on a store name in the left navigation menu for a store in single-store mode, the store can optionally display a prompt (configured with the "When linking to a store in store mode from the mall ..." field) that warns customers they are now leaving the uStores mall. As part of this message, you should consider adding text that explains the following: 1) the customer will only be able to navigate back to the mall by using their browser's back button and 2) the customer will lose any items they have already placed in their shopping cart.

Store managers can use the "When viewable in mall, display the store in this mode" option by using the following navigation:

[merchant name] > Stores > [store name] > Store Settings > Single Store

This option was designed to allow the uStores mall to remain a central means of accessing all stores—even when some (or even ALL) stores are in

single-store mode. We encourage you to use the uStores mall to present customers with a complete picture of all stores that have been created.

Setting this option to "Mall mode" works well for stores in which the single-store-mode customizations are cosmetic (for example, when style sheet edits change background colors and the page font). However, if the single-store-mode customizations alter the store to better meet the needs of the store's intended audience (for example, changing button text from "Add to Cart" to "Make a Donation"), then setting this option to "Single store mode" may be more appropriate.

Style Sheet Image Management

If the style sheet for a store in single-store mode references any images, a store manager can upload these images by using the Style Sheet Image Management section of the Single Store Style Sheet Settings page:

[merchant name] > Stores > [store name] > Store Settings > Single Store Style Sheets

When this page appears, scroll down until the Style Sheet Image Management section is visible.

Style Sheet Image Management

If you choose to upload images in association with the store and the style sheets listed above, your context will be as follows. An example would be: ../../style_images/store_1/background_primary.gif

Context path: ../../style_images/store_1/

Image Name	Action
SaveOldSmokyt.jpg	View Remove

[Upload Image](#)

Store managers manage images by using the Single Store Style Sheet Settings page.

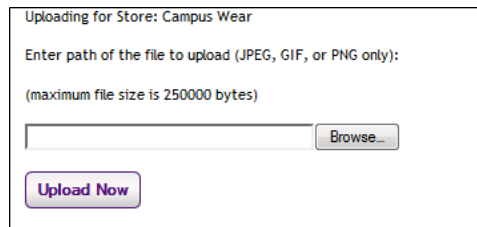
The top part of the Style Sheet Image Management section describes the context path for images. You will need to use this context path in order to reference the images that you upload.

The lower part of the Style Sheet Image Management section lists the images that have been uploaded. You can use the View button to open the Marketplace View Style Image window with the corresponding image displayed. You can use the Remove button to remove the reference to the image from the Marketplace database.

To upload an image, follow these instructions:

- 1 Select the Upload Image button.

The Marketplace Image Upload window then appears.

The screenshot shows a web form titled "Uploading for Store: Campus Wear". Below the title, it says "Enter path of the file to upload (JPEG, GIF, or PNG only):" and "(maximum file size is 250000 bytes)". There is a text input field followed by a "Browse..." button. Below the input field is a purple "Upload Now" button.

The Marketplace Image Upload window allows for a single image to be uploaded.

- 2 Select the Browse button.
- 3 Locate the image to be uploaded.
- 4 Select the Upload Now button.

The image name now appears in the Style Sheet Image Management section of the Single Store Style Sheet Settings page. You can use the View button to the right of the image name to view this image.

Important! Be sure to make note of the context path described in the Style Sheet Image Management section. You must have this context path in order to reference an uploaded image from a style sheet.

Important! It is your responsibility to ensure that you have all necessary rights for the images you upload. Images that you did not create (such as images on other web sites) are typically protected by copyright law and should not be uploaded for use in Marketplace unless you have received permission from the copyright holder.

5.0 Product Layout Settings

Several product-level settings involve look-and-feel or layout issues:

- **Short Product Description**—This field accepts HTML/CSS (500 characters max) and appears on store home pages and store product category pages if the detailed layout is used.
- **Long Product Description**—This field accepts HTML/CSS (30,000 characters max) and appears on the product detail pages. This field can be used to introduce long descriptions, tables, and other elements that help describe products for your customers. You can even use this field to reference image files for display on the product pages.
- **Thumbnail Images**—Thumbnail images can be uploaded for use on the default store layout page, thumbnail category pages, and detail category pages. This thumbnails will also appear in mall-level product category pages.
- **Full-size Images**—Full-size images can be uploaded for use on the product detail pages.

Store managers and store clerks can create and manage store products by using the Product Management page:

[merchant name] > Stores > [store name] > Store Settings > Products

The Store Product Management page appears.

Athletics Shop Products

Use the Choose Category list to see products in another category. To move a product, select from the Move Selected To list, then click the Move Selected To button.

[Add Product](#) [Import Product](#)

Current Product Category: Balls

Choose Product Category: Balls

Select	Name	Type	Items for Sale	Quantity	Sort Key	Store Status	Mobile Status	Modifiers	Action
<input type="checkbox"/>	Clincher Softball	Generic	3	Varies by Item for Sale		ENABLED	ENABLED	Add	Delete
<input type="checkbox"/>	Spalding Basketball	Generic	1	Not Tracked		ENABLED	ENABLED	Add	Delete
<input type="checkbox"/>	Wales Soccer Ball	Generic	1	Not Tracked		ENABLED	ENABLED	Add	Delete
<input type="checkbox"/>	Wilson Football	Generic	2	Varies by Item for Sale		ENABLED	ENABLED	Add	Delete

[Update Sort Order](#) [Move To Category](#) (Not Shown To Buyer)

Click the Add Product button to launch the Add Product Wizard and begin the process of adding a new product to your store.

Or click the product name of an existing product to edit the settings for that product.

About Product Detail Pages

All product detail pages use the same basic layout template. Nonetheless, product detail pages can be customized through the use of HTML and CSS introduced via the Long Description field. This field is potentially very powerful. It can be used for adding tables, images, and other page elements.

By introducing new HTML/CSS to a product detail page, you can provide shoppers with important additional information that helps them make decisions when purchasing products. For example, you could provide a table that describes the recommended chest sizes for a sweatshirt. Or you could reference image files that display samples of the available shirt colors.

For examples of adding HTML/CSS with the long description field, see ["Product Layout" on page 45](#).

5.1 Editing Products

The Store Product Detail pages present a wealth of settings. In this section, we will just focus on the settings that affect look-and-feel and layout.

Short Description: (500 chars max)	This lead holder holds 2mm or 3mm lead securely in a lightweight barrel.
Long Description: (30,000 chars max)	This lead holder features a four-way vise-grip jaw that holds 2mm or 3mm lead securely in a lightweight barrel. The push-button control instantly releases lead to any desired length.

The HTML fields on the Product Details page.

Descriptions

Both the Short Description field and the Long Description field accept HTML/CSS.

- **Short Description**—Shoppers see this short product description in the detailed product layout. This field accepts a maximum of 500 characters. Depending on the chosen store or category layout, shoppers may add some products to the cart without seeing the short description or the long description. Be sure to put critical details in both the short and long descriptions to make sure shoppers see this information.
- **Long Description**—Shoppers see this description when they go to a product detail page. Price and options (such as size and color) appear

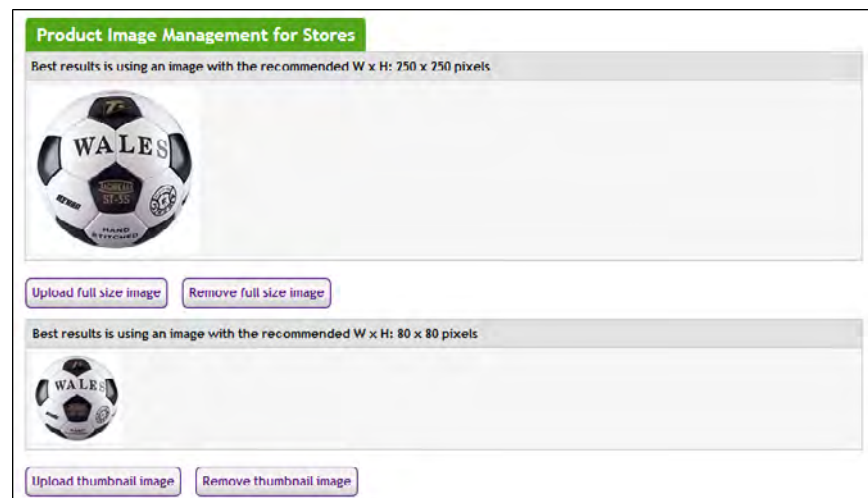
below the description on the product detail page. You may want to use the long description to provide shoppers with additional information about the available options. If the product requires special shipping information or if its return policy differs from the store policy, you can add those details here. The Long Description field accepts a maximum of 30,000 characters.

Note: HTML entered in these fields must be properly formatted. It will undergo a validation process and any improperly formatted HTML will not be accepted. We recommend you become proficient in authoring HTML before you attempt to add HTML to these fields. For more information about acceptable HTML/CSS and the validation process, see ["Security Validation" on page 175](#).

Important! In order to ensure that Marketplace remains a secure environment for processing commerce transactions, fields that accept HTML in the Operation Center will not accept HTML form tags, iframe tags, object tags, and some additional code—including JavaScript.

Image Management

Product images are also managed on the Product Details page for each product.



Both a thumbnail image and a full-size image can be uploaded for each product.

You can upload product images. Click the upload link to launch the upload dialog window, which allows you to browse for images on the hard drive as well as network locations. Follow these guidelines when choosing images:

- You can only use GIF, JPG, or PNG format images.
- Full size product images are best displayed at 250 pixels wide by 250 pixels high.
- Thumbnail product images are best displayed at 80 pixels wide by 80 pixels high.
- All images must have file sizes of 250K or less.

Note: The file name of each image must be unique within a store. If you upload an image that uses the same name as another image within the same store, the original image will be overwritten. So remember to always use unique names for images.

Part 3: uStores HTML and CSS

6.0 Code Structure

This section provides the basis for understanding how uStores HTML is structured. Once you understand the code structure, you can begin to envision how uStores layout can be modified with style sheet edits to better fit the needs of your campus.

You do not necessarily need to make any edits to the uStores style sheets. Many schools simply use the uStores layout out of the box. They use the Marketplace Operations Center to upload mall-level and store-level splash page images and header images; however, that's where their modification efforts stop.

With a greater understanding of uStores HTML and CSS, you'll discover that many additional modifications are possible. Instead of accepting the default background colors, default background images, and default font selections, you'll discover that you can modify virtually any part of uStores. You'll find that you can further increase branding so that uStores, for example, looks like a logical extension of your campus portal web site.

Understanding uStores Code

The first step in understanding how to customize the look and feel of the uStores mall and individual stores is to know how the uStores pages are constructed. You need to know how the HTML organizes the page elements. You need to know the names (both IDs and classes) of the DIVs described by the HTML, and you need to know where these DIVs are displayed on the uStores pages. In the following sections, we'll be using screen shots and diagrams to illustrate the HTML code construction.

After you understand how uStores pages are constructed, you then need to study the CSS styles that have been associated with the DIVs (and other page elements) via the uStores style sheets. We will examine the style sheets and how to make common style sheet edits in ["Style Sheet Edits" on page 127](#).

About uStores HTML

HTML governs how uStores pages are displayed in browsers. This HTML associates CSS IDs and classes with DIVs (and other page elements), and in turn, these IDs and classes are described in the uStores style sheets.

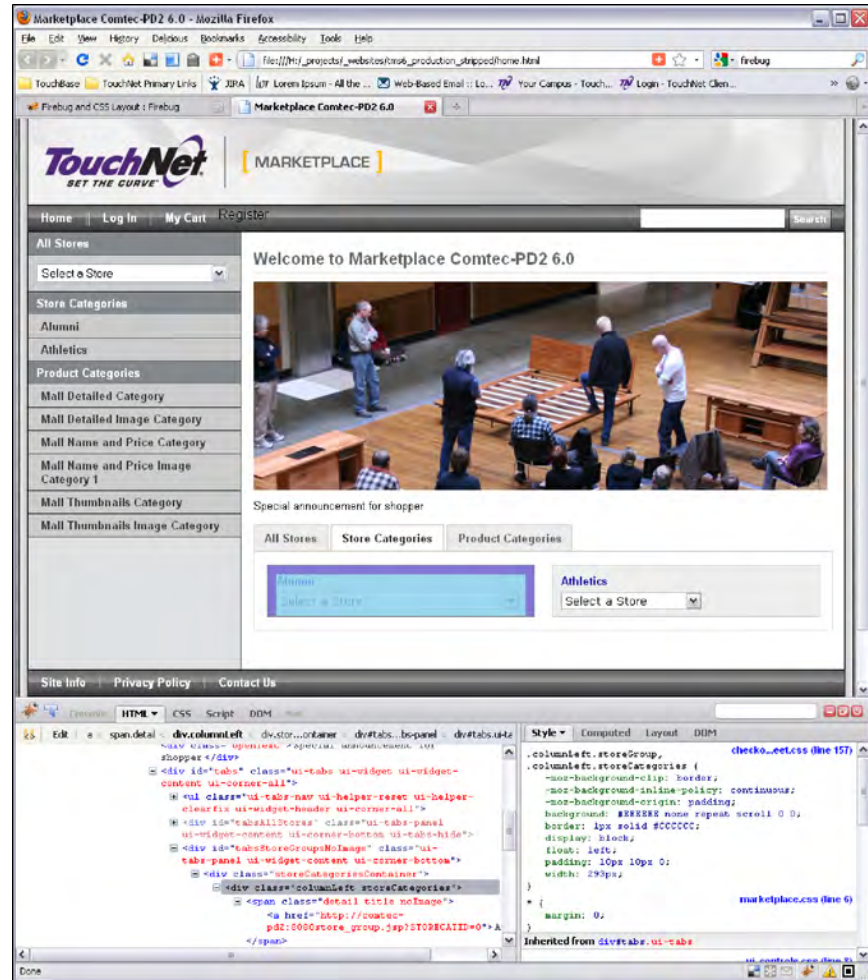
Note: It is beyond the scope of this guide to provide a primer course on HTML. In order for you to add HTML to uStores web pages, you will need prior experience with HTML. We recommend you have web design skills or the assistance of a web designer.

For you to become familiar with uStores HTML, you should start by navigating to the uStores mall or to an individual store that has already been established. Then use your browser's "view source" functionality (or save page functionality) to view the source HTML and determine how pages are constructed and which styles are being used.

Useful Tools

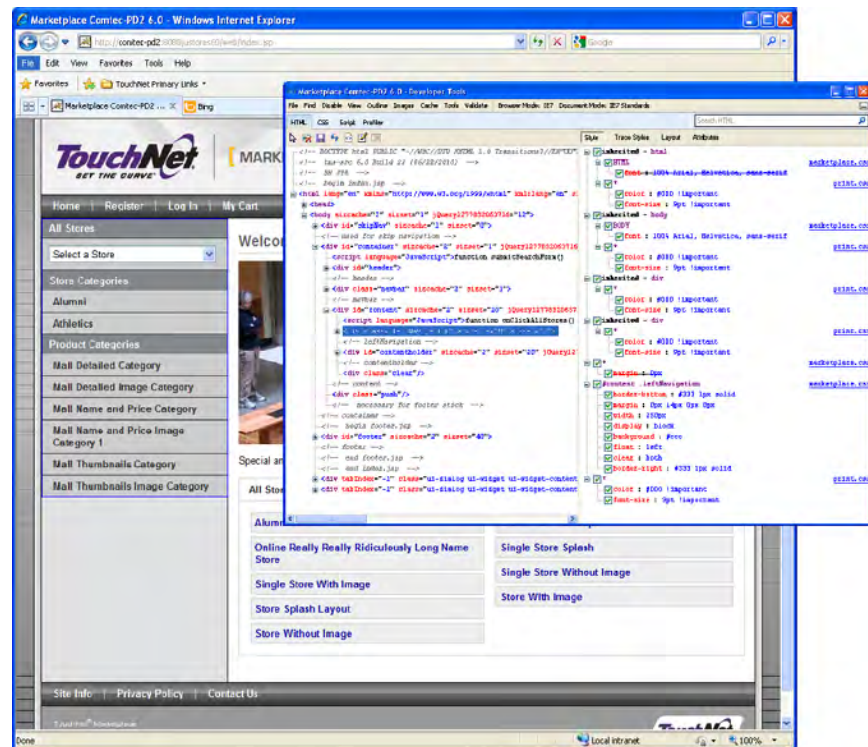
While "view source" does indeed allow you to see the HTML code, more sophisticated tools exist for helping you view and understand how HTML pages are constructed. Here are some examples of tools that you might find useful:

Firebug is an extension for Firefox. It puts a wealth of web development tools at your fingertips while you browse. It allows you to edit, debug, and monitor both the CSS and HTML of any web page.



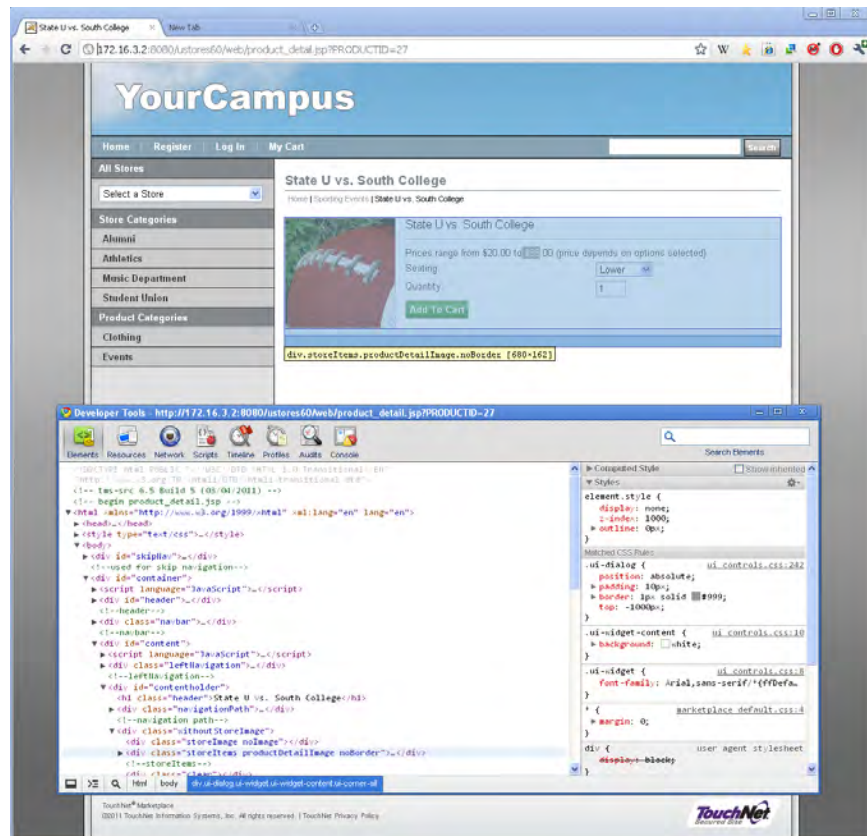
Firebug panels display a wealth of information about page elements.

Microsoft Internet Explorer (version 8 or higher) comes with Developer Tools, which can be used for viewing the source code and learning about page construction and the associated styles.



IE8 users can view the Developer Tools window to see HTML and CSS.

Google Chrome (version 11 or higher) comes with its own Developer Tools, which can be used for viewing the source code and learning about page construction and the associated styles.



Google Chrome users can view page HTML and CSS by using the built in Developer Tools.

More advanced web designers may choose to use a WYSIWYG editor such as Adobe Dreamweaver that provides a vast array of web design tools.

There are many additional developer tools that you can use for understanding how web pages are structured and the associated styles. Whichever tools you choose to use for understanding HTML and editing CSS, be sure you choose a tool that allows you to identify each element on a web page. Ideally, the tool will also display a list of the styles associated with each page element.

6.1 Code Structure Examples

In this section, we'll look at several examples of how the HTML for uStores is constructed. We'll look at the following uStores pages:

- The uStores mall home
- The Name-and-Price product category page (with a store side banner)
- The Name-and-Price product category page (without a store side banner)
- The Detailed product category page

- The Thumbnail product category page
- The store home splash page
- The store home thumbnails page (without a store side banner)
- The store home thumbnails page (with a store side banner)
- The product detail page (with a store side banner)
- The product detail page (without a store side banner)

In each example, a screen shot shows how the uStores page looks to customers. This screen shot is followed by a diagram that depicts the main DIVs and illustrates how the page is constructed.

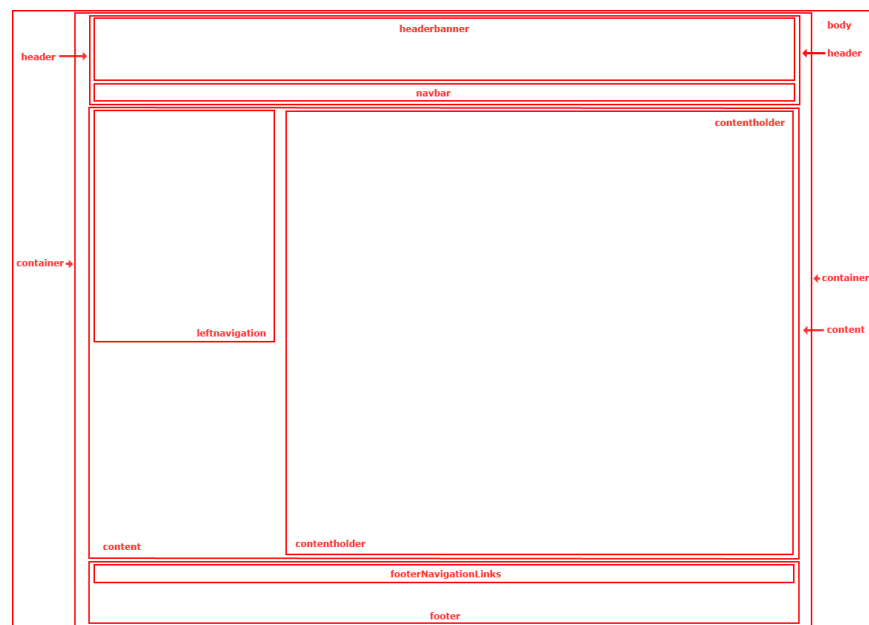
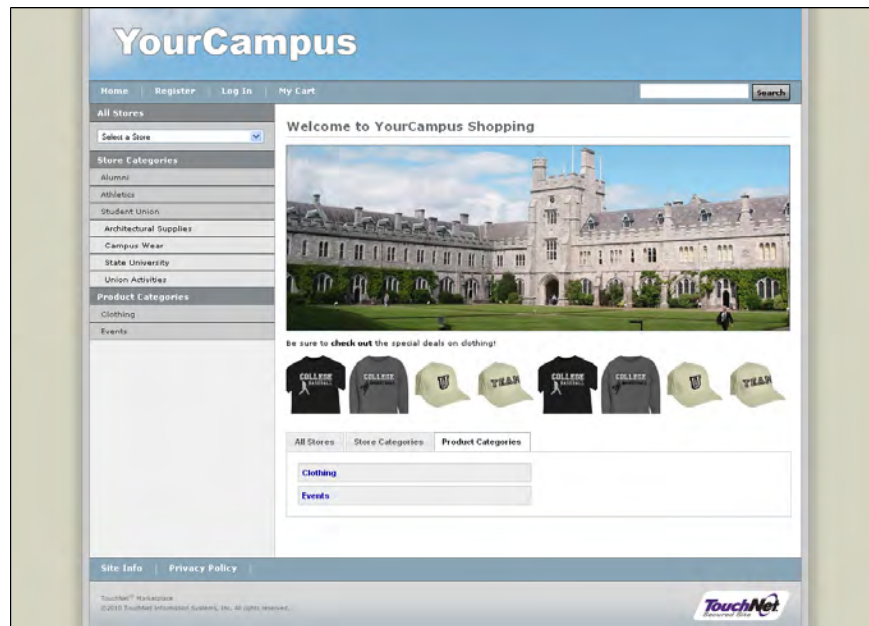
About the Diagrams

To reduce the complexity of the code structure diagrams, all of the diagrams except for the uStores mall home page diagram start with the contentholder DIV. You should pay special attention to the uStores mall home page diagram in order to understand where the contentholder DIV is located in relation to the other DIVs.

For example, the contentholder DIV is located (along with the leftnavigation DIV) inside the content DIV. In turn, the content DIV is located (along with the header DIV and the footer DIV) inside the container DIV.

The uStores Mall Home

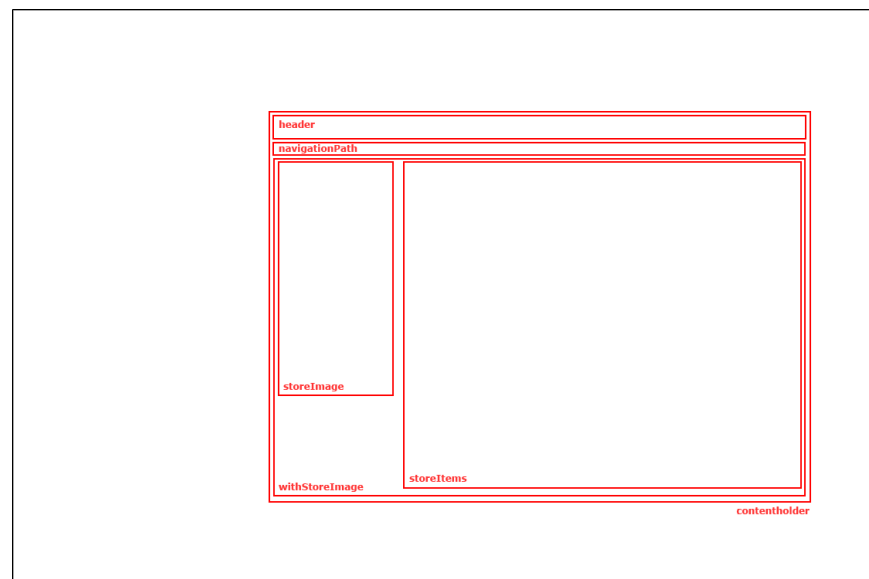
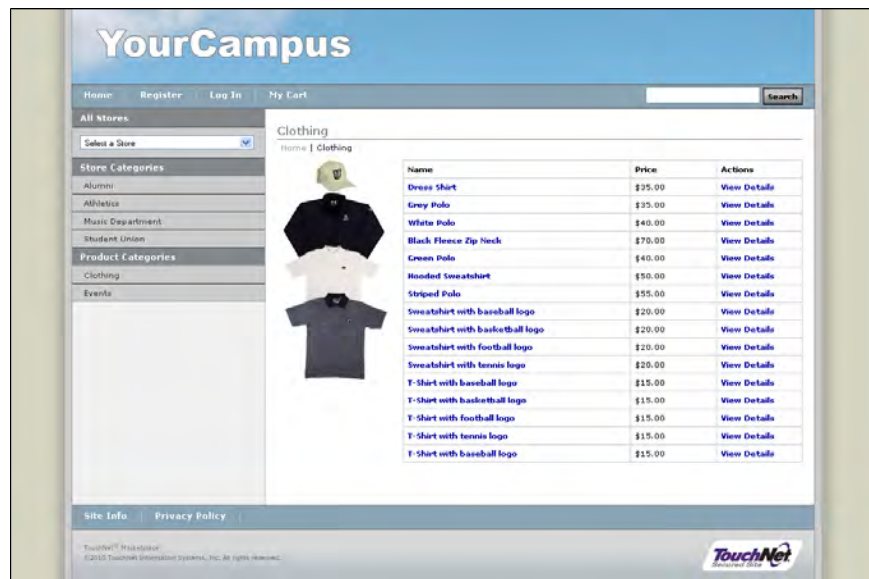
The uStores mall home page is what most customers will first see when navigating to uStores.



As you can see from this diagram, all page elements are within the container DIV. The header DIV contains the headerbanner and navbar DIVs. The content DIV contains the main page content. This is where the left navigation menu and product and category information will be displayed. The footer DIV contains the footerNavigationLinks DIV.

The Name & Price Category Page (with Store Side Banner)

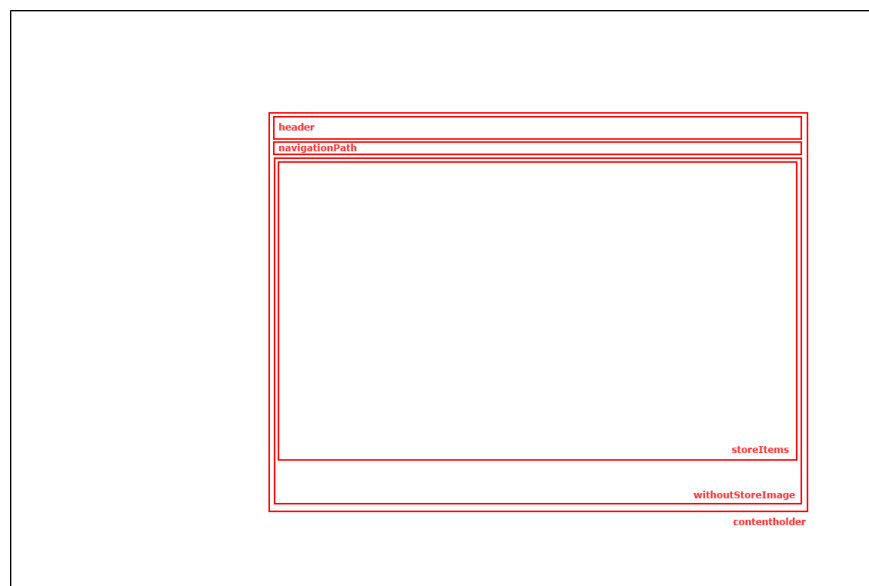
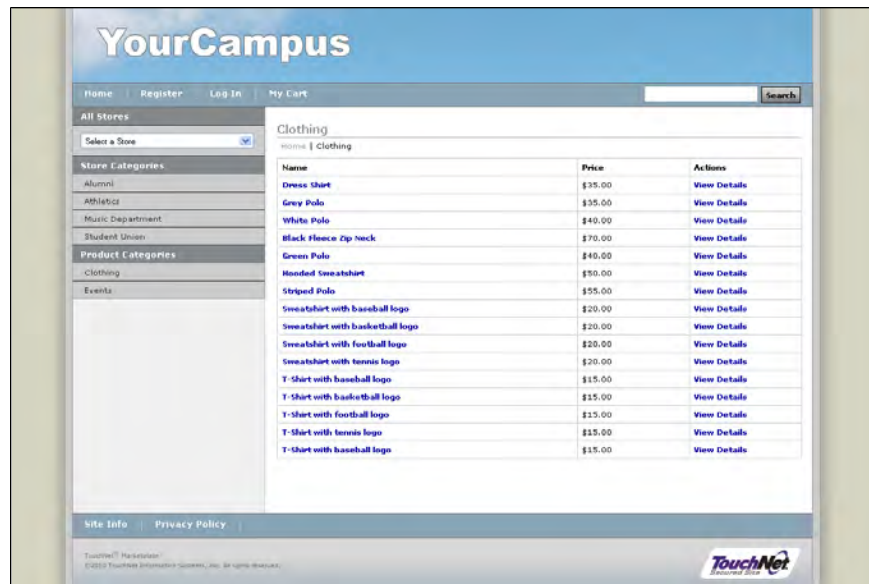
Here is what the name& price category page looks like when a store side banner is used. All products in this category are listed in a table. If a category side banner is available, it will be used instead of the store side banner.



On this page, the page title appears in the header DIV and the navigationPath DIV appears immediately below the header DIV. The rest of the page content is contained by the wStoreImage DIV. Within this DIV, the storeImage DIV appears on the left and the storeItems table appears to the right. The store side banner appears in the storeImage DIV.

The Name & Price Category Page (without Store Side Banner)

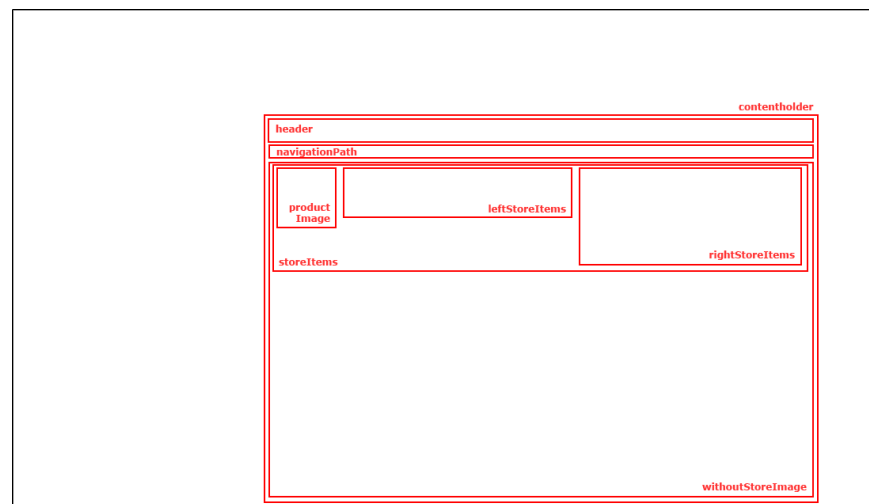
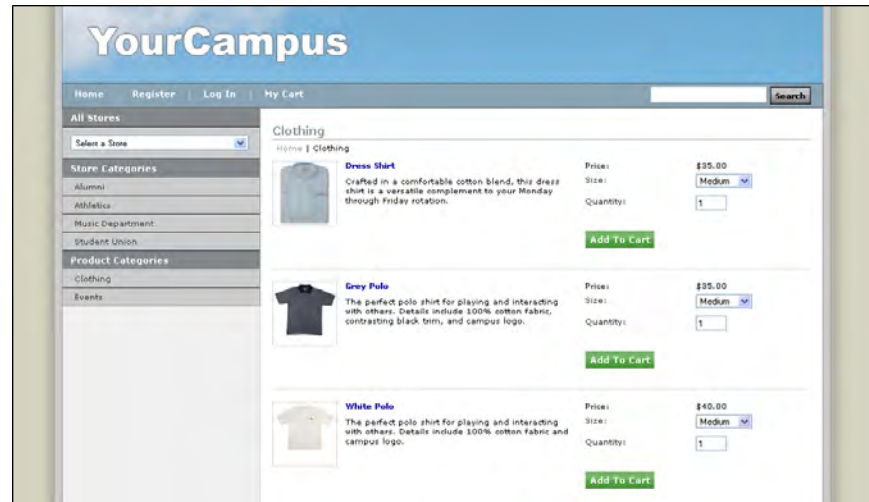
In contrast to the previous example, this page does not use a store side banner to accompany the product list.



This example is very similar to the previous example; however, you should notice that the DIV that contains the product information is now named `withoutStoreImage`. This DIV holds the `storeItems` table.

The Detailed Product Category Page

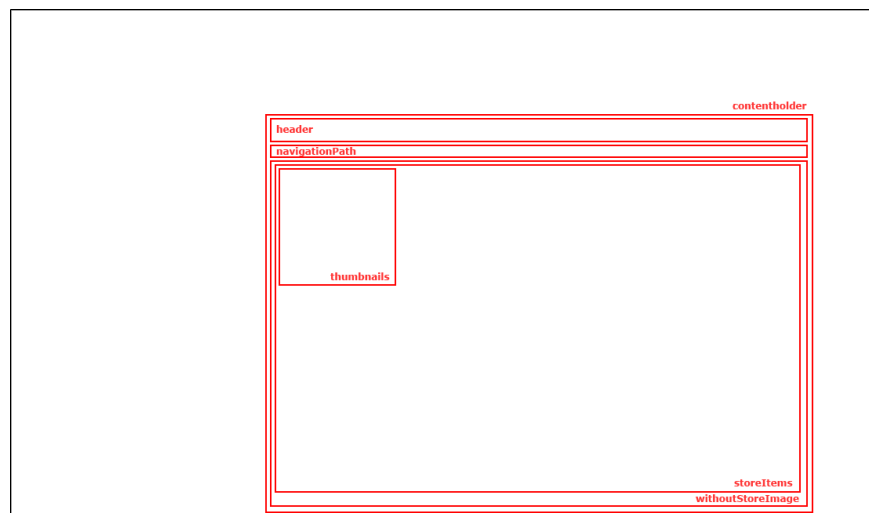
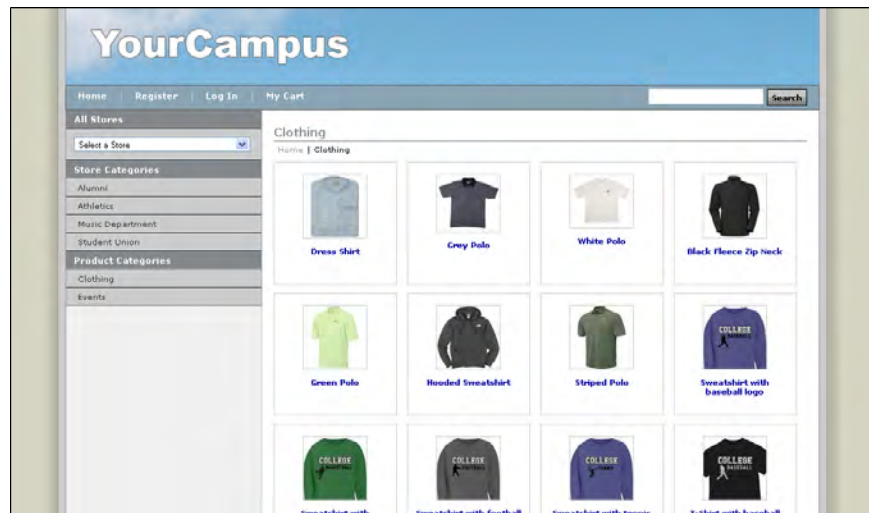
This product category page combines thumbnails with short product descriptions and fields for the product options.



With the detailed layout, the productImage DIV, leftStoreItems DIV, and rightStoreItems DIV appear side by side within the storeItems DIV. This structure is repeated vertically for each product.

The Thumbnails Product Category

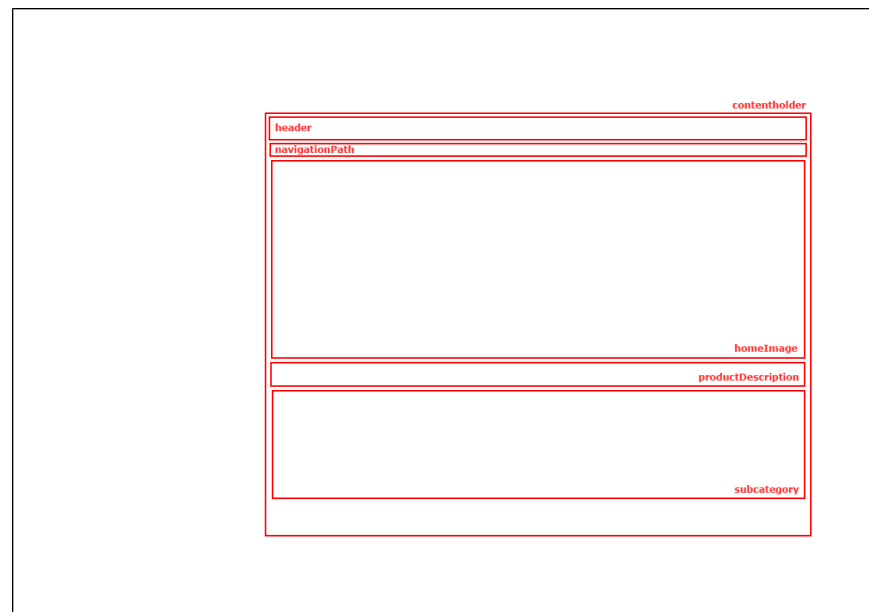
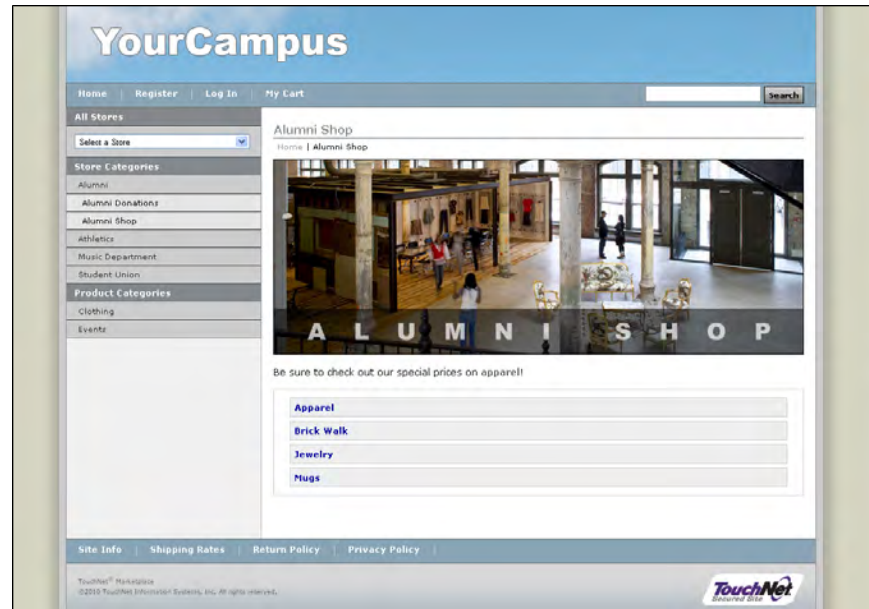
This product category page simply displays thumbnail images of products, as well as product names.



With the thumbnails layout, each product appears within its own thumbnails DIV. All the thumbnails appear within the storeItems DIV.

The Store Home Splash Page

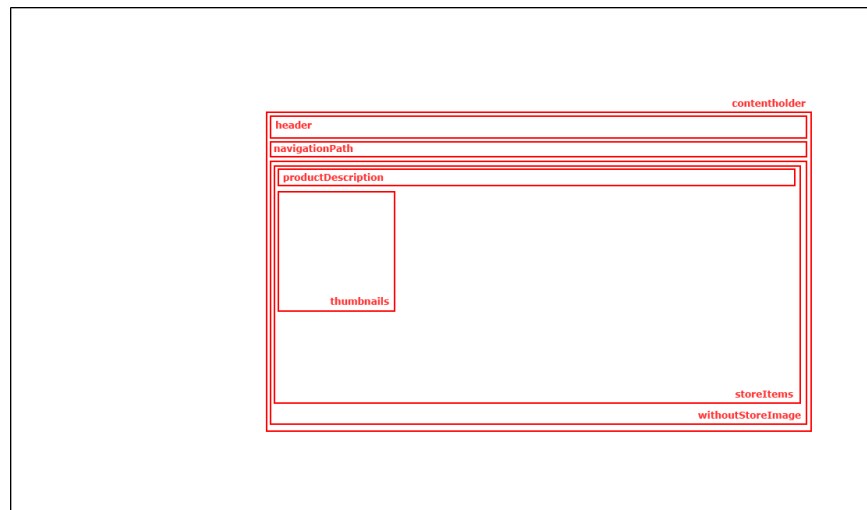
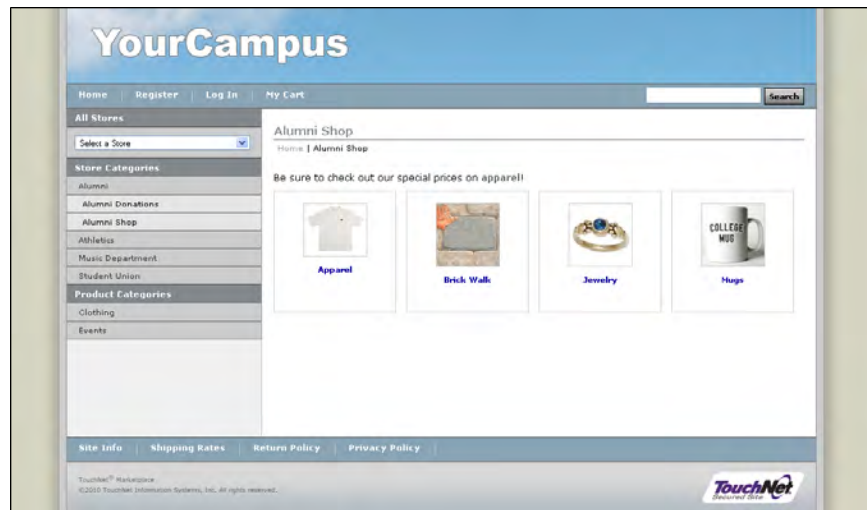
The splash page layout for the store home page displays a store splash image as well as links to the store categories.



With the splash layout for the store home page, the header DIV, navigationPath DIV, homeImage DIV, productDescription DIV, and subcategory DIV are stacked vertically within the contentholder DIV.

The Store Home Thumbnails Page (without Store Side Banner)

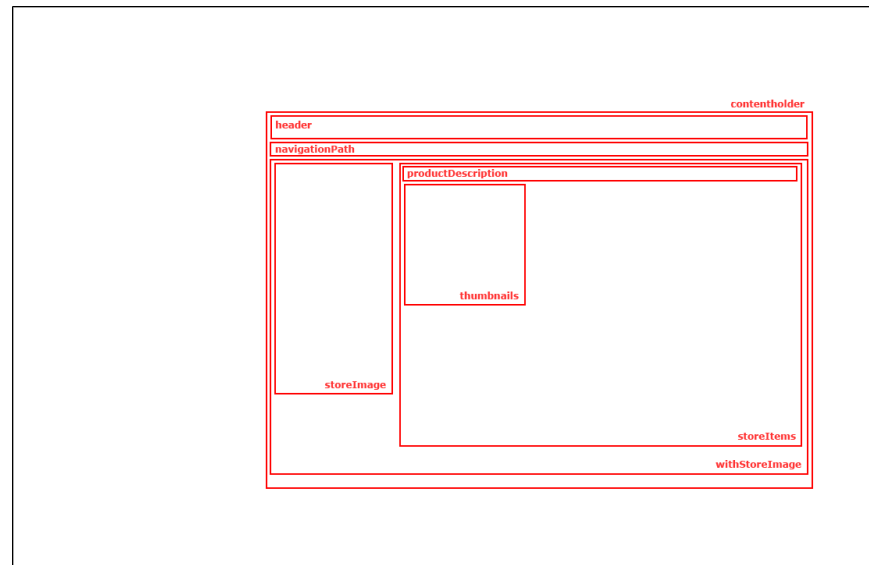
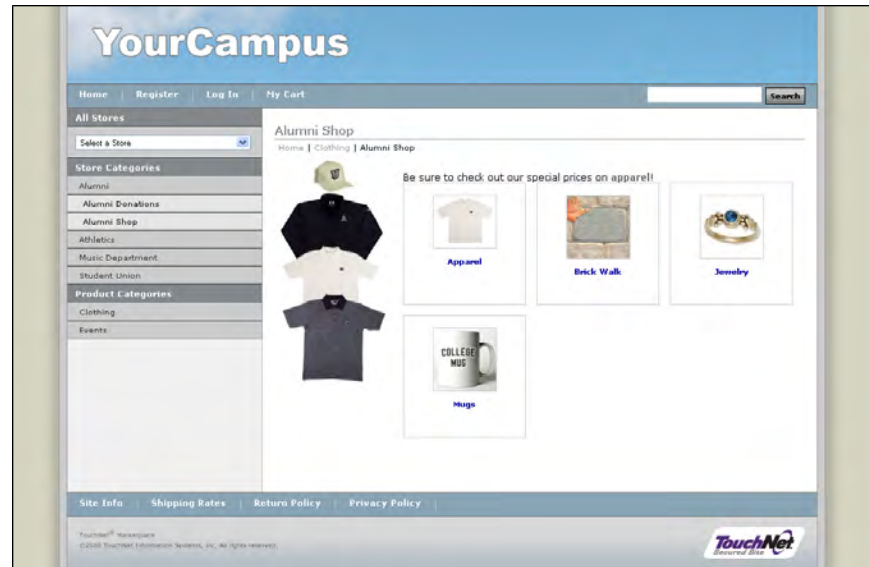
The thumbnails layout for the store home page displays thumbnails for all top-level products and store categories. In this example, no store side banner is used.



With the thumbnails layout, each product appears within its own thumbnails DIV. All the thumbnails appear within the storeItems DIV.

The Store Home Thumbnails Page (with Store Side Banner)

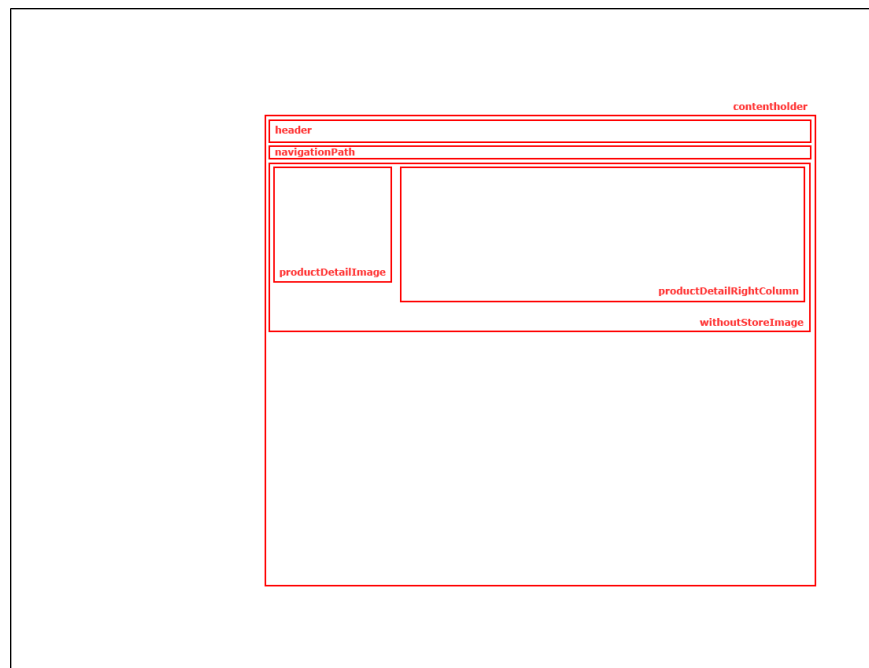
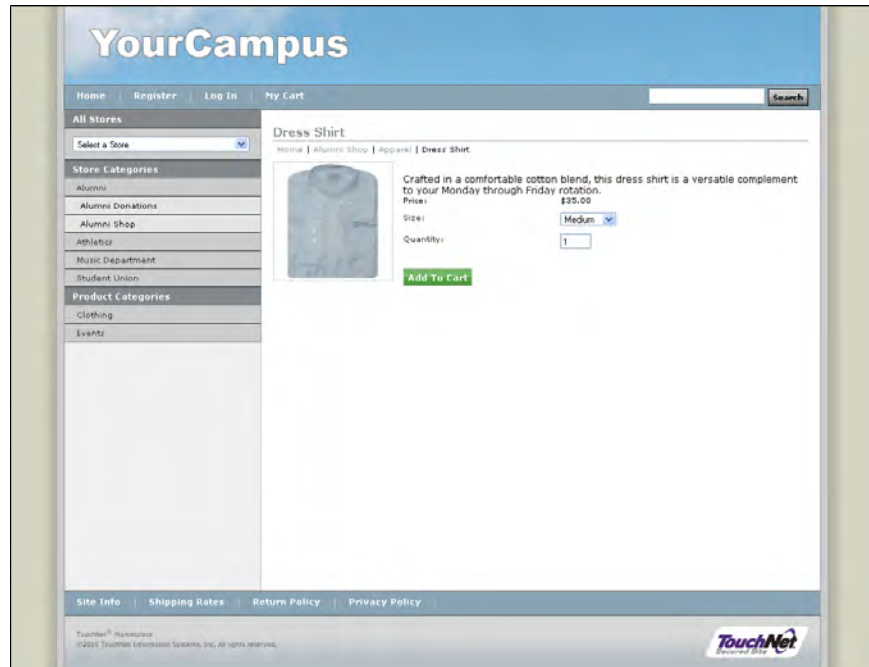
When the thumbnails layout is used for store home pages, a store side banner can be optionally used.



When a store side banner is used with the thumbnails layout, the storeImage DIV appears on the left, bumping the storeItems DIV to the right.

The Product Detail Page (without Store Side Banner)

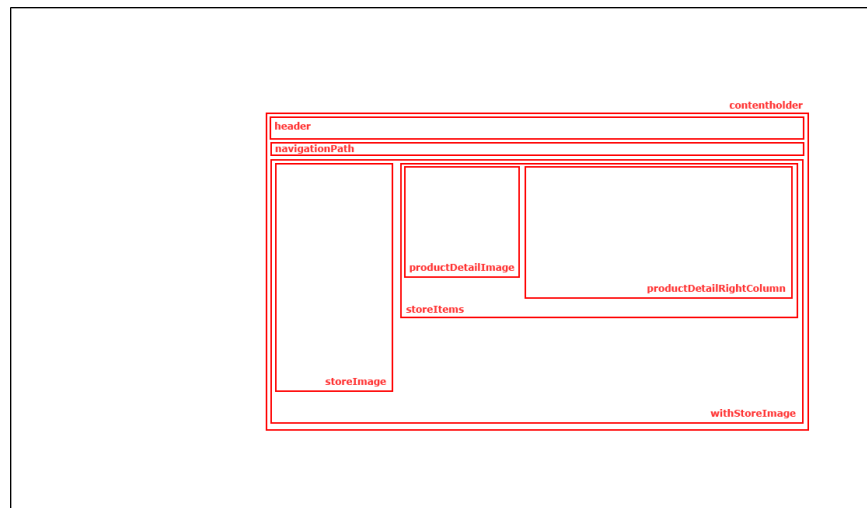
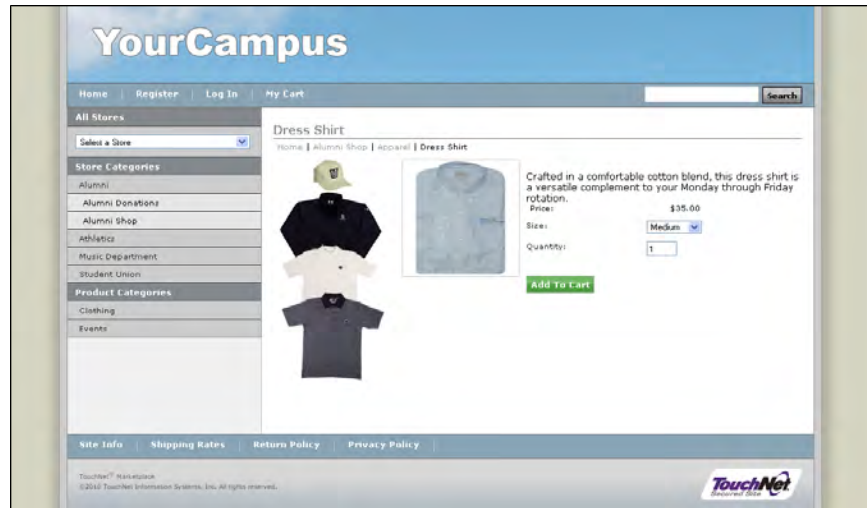
On the product detail page, full-size product images appear along with long product descriptions and the fields for selecting product options.



The productDetailImage DIV and the productDetailRightColumn DIV appear within the withoutStoreImage DIV.

The Product Detail Page (with Store Side Banner)

Here is what the product detail page looks like when a store side banner is used.



The storeImage appears on the left, with the storeItems DIV on the right. The productDetailImage DIV and the productDetailRightColumn DIV are contained within the storeItems DIV.

7.0 Style Sheet Edits

By editing the Marketplace style sheets, you can take greater control of how the uStores mall and stores in single-store mode are displayed. For example, you can choose whether the site should be centered or left justified. You can choose whether the header and footer should span the entire browser window or be limited to a set pixel width. You can change background colors, font families, font sizes, link colors, and many other page elements.

You modify the layout of the Marketplace uStores mall by first downloading the uStores mall style sheet, as described in **"Mall Style Sheets" on page 70**. You can then modify the style sheet outside of Marketplace, using a text editor or an HTML editor (or even a WYSIWYG tool). After you finish the CSS edits, you then upload the style sheet.

To help you identify the styles that can be modified, this guide provides several examples of changing the look and feel of the Marketplace uStores mall.

The following subjects are covered in this section:

Modifying site layout

- Using a centered layout
- Using a centered layout with margins
- Using a left-justified layout
- Using a left-justified layout with margins

Modifying background colors

- Modifying the header background
- Modifying the footer background
- Modifying the navbar background
- Modifying the main content background
- Modifying the margin colors

Modifying link colors

- Modifying the link color used in the breadcrumbs
- Modifying the link color used in the navbar
- Modifying the link color used in the main content area
- Modifying the link color used in the footer

Modifying the left navigation menu

- Modifying link colors
- Modifying background colors

Modifying the "sticky" footer

- Modifying the height of the "sticky" footer

- Modifying whether to use the "sticky" footer

This list of subjects should only be considered a starting point. As you become familiar with the Marketplace style sheet, you'll find many additional page elements that can be customized.

About HTML Code Structure

The following examples of CSS edits depend upon you being familiar with the HTML code structure of the uStores pages. This code structure is described in **"Code Structure" on page 111**. Therefore, if you're not familiar with the DIVs described in the discussion of sample CSS edits, be sure to look back at the Code Structure chapter to better understand where DIVs are displayed on uStores pages.

Security Validation & CSS Comments

Style sheets that contain CSS comments cannot be uploaded. Before a style sheet is uploaded, it must undergo a security validation process. Any style sheet that contains comments will not pass this validation process.

Important! Do not insert comments in style sheets that you will upload with Marketplace. Marketplace's security validation process does not allow CSS comments.

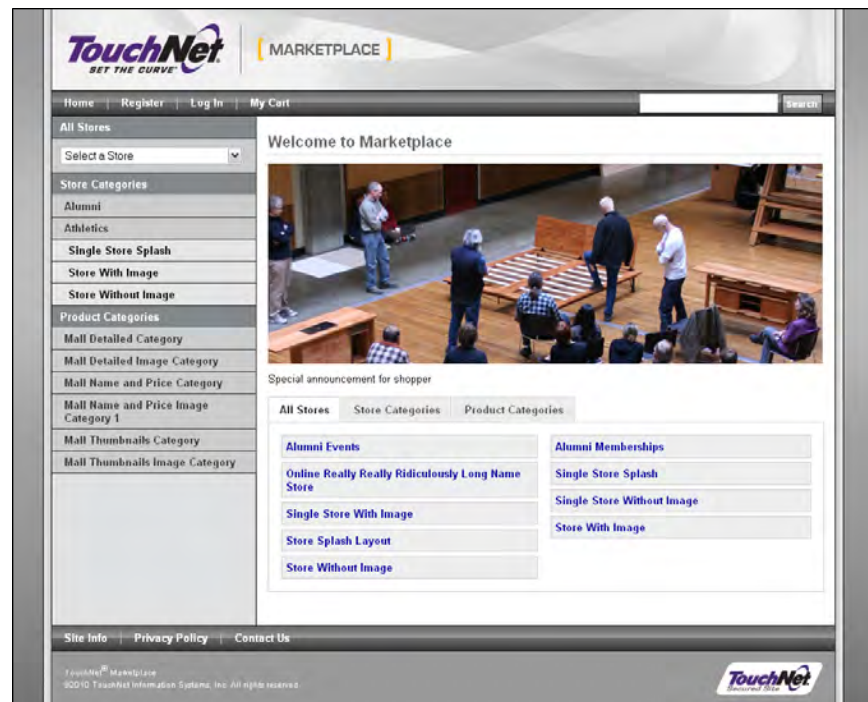
7.1 Page Justification

In this section, we'll look at how the uStores style sheet can be edited so as to achieve different site layouts. For each layout, we'll look at the necessary edits, using examples of CSS code:

- Centered, fixed-width content, with header and footer also at a fixed width (default)
- Centered, fixed-width content, with header and footer that span the width of the browser window
- Left-justified, fixed-width content, with header and footer at a fixed width
- Left-justified, fixed-width content, with header and footer that span the width of the browser window

Centered, with Fixed-Width Content and Header

This site layout is the default layout of Marketplace uStores. For this layout choice, all content (including the header and footer) is restricted to a width of 980 pixels, which allows for left and right margins to appear in the browser window. This margin area can use a background color (or background image) that is different than the background used by the main content area. For example, the background of the margins could be set to light gray, while the background of the main content area is set to white.



In the default layout, all content is restricted to 980 pixels wide and centered within the browser window.

Establishing the left and right margins and changing the background color or background image depends on the following styles in the *marketplace.css* file:

- `body`
- `#container`

The `#container` DIV is wrapped around the site's contents. The `#container` style centers the page contents (with the "margin: 0 auto" property).

Important! Do not set the width property of the `#container` style to be narrower than 960px. For Marketplace uStores to display properly, a minimum width of 960px is required.

Options for this Layout

When you edit the #container style, you may want to modify the border-left and border-right properties by modifying the width and color properties.

You may also want to change the margin background by editing the background color and background image that are specified in the background property of the body style.

CSS Example

The following example also shows how to edit the border-left and border-right properties of the #container style so that a 5px wide border is established between the margins and the main content. In addition, the example shows how to edit the body style so that the background image is removed and a new background color is assigned to the margin areas.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

body {
    background: #666 url(../images/background_primary.gif)
        repeat-x fixed top;
}
```

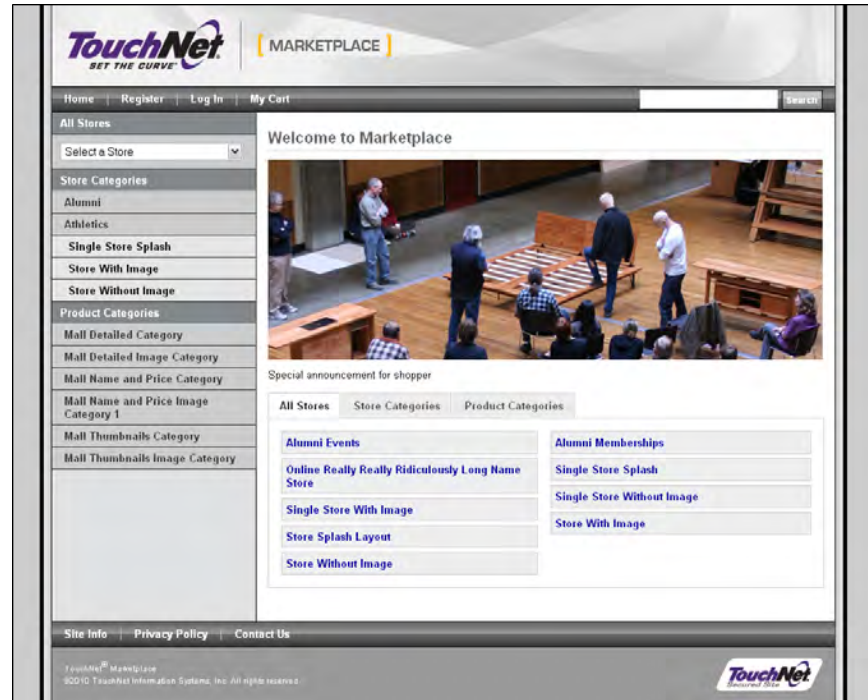
After:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 5px solid #000;
    border-left: 5px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

body {
    background: #CCC;
}
```

Result of Edits

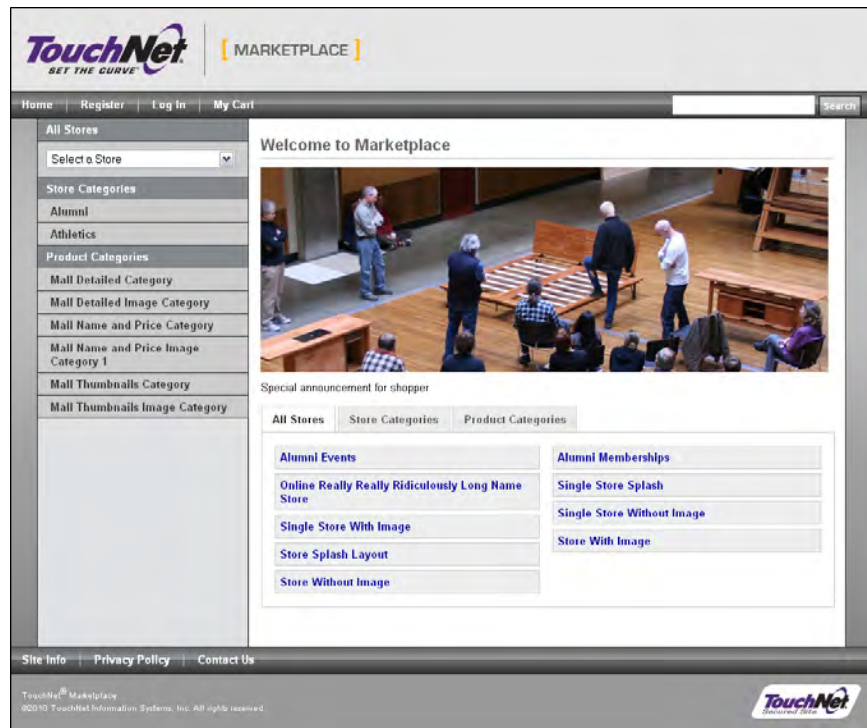
Here is the result of the edits for the body and #container styles.



Notice how the background image specified for the body style (visible on the left and right) has been changed from a grey gradient to a solid light grey. And notice how the left and right borders of #container have been changed from 1px wide to 5px wide.

Centered,
Fixed-Width
Content, and
Full-Width
Header

The following site layout example is centered like the default layout; however, in this case, both the header and footer are expanded to fill the width of the browser window, while the main content area remains at the fixed width.



In this layout, the header and footer span the entire width of the browser.

The visual features of this layout include:

- A header background that spans the entire width of the browser window
- A footer background that spans the entire width of the browser window
- Content that is positioned within a fixed width of 960 pixels, centered within the browser window.

Achieving this layout requires edits to the following styles in the *marketplace.css* file:

- `#container`
- `#header`
- `.navbar`
- `#footer, .push`
- `ul.footerNavigationLinks`

This layout is accomplished by changing the width property of the aforementioned five styles to 100%.

Options for this Layout

When you edit the width of the container DIV, you may want to modify the border-left and border-right properties. You can also edit the width property

You may also want to change the background colors or images that are specified in the background property of the following styles: `body`, `#container`, `#header`, `.navbar`, `#footer`, and `#ul.footerNavigationLinks`.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the content, including the header and footer, is no longer restricted to a width of 980px but will extend 100% of the browser width.

We'll also make some optional edits. First, we'll remove the left and right border lines on `#container` and move these borders to `#content`. And finally, we'll change the background-image applied to `#container`, as well as the background-image applied to `#header`.

Note: Yellow highlighting shows the property values that have changed or been added.

Before:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

#header {
    background: #eee url(../images/logo_bar_background.png);
    height: 100px;
    margin: 0px auto;
    width: 960px;
    padding: 0px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    margin: 0px auto;
    width: 960px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

#footer, .push {
    height: 100px;
    width: 960px;
    margin: 0px auto;
```

```

        border-right: 1px solid #333;
        border-left: 1px solid #333;
    }

    ul.footerNavigationLinks {
        height: 30px;
        background: #666 url(..images/background_top_
            navbar.gif) repeat-x center;
        border-top: 1px solid #000;
        border-bottom: 1px solid #000;
        list-style: none inside;
        margin: 0px;
        padding: 0px;
        display: block;
        width: 960px;
        float: left;
        clear: both;
    }

    #content {
        margin: 0px auto;
        width: 960px;
        padding: 0px 0px 30px;
        height: 100%;
    }

    #content .leftNavigation {
        width: 250px;
        float: left;
        display: block;
        margin: 0px 14px 0px 0px;
        clear: both;
        background: #CCC;
        border-right: 1px solid #333;
        border-bottom: 1px solid #333;
    }

```

After:

```

#container {
    width: 100%;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 0px solid #000;
    border-left: 0px solid #000;
    background: #FFF url(..images/left_nav_background_
        centered.gif);
}

#header {
    background: #e5e5e5 url(..images/background_
        repeated.png);
    height: 100px;
    margin: 0px;
    width: 100%;
    padding: 0px;
    display: block;
    border-right: 0px solid #333;
    border-left: 0px solid #333;
}

```

```
.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    margin: 0px;
    width: 100%;
    display: block;
    border-right: 0px solid #333;
    border-left: 0px solid #333;
}

#footer, .push {
    height: 100px;
    width: 100%;
    margin: 0px auto;
    border-right: 0px solid #333;
    border-left: 0px solid #333;
}

.push {
    width: 960px;
    margin: 0px auto;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
    background: url(../images/left_nav_background_
        centered.gif) repeat-y left top;
}

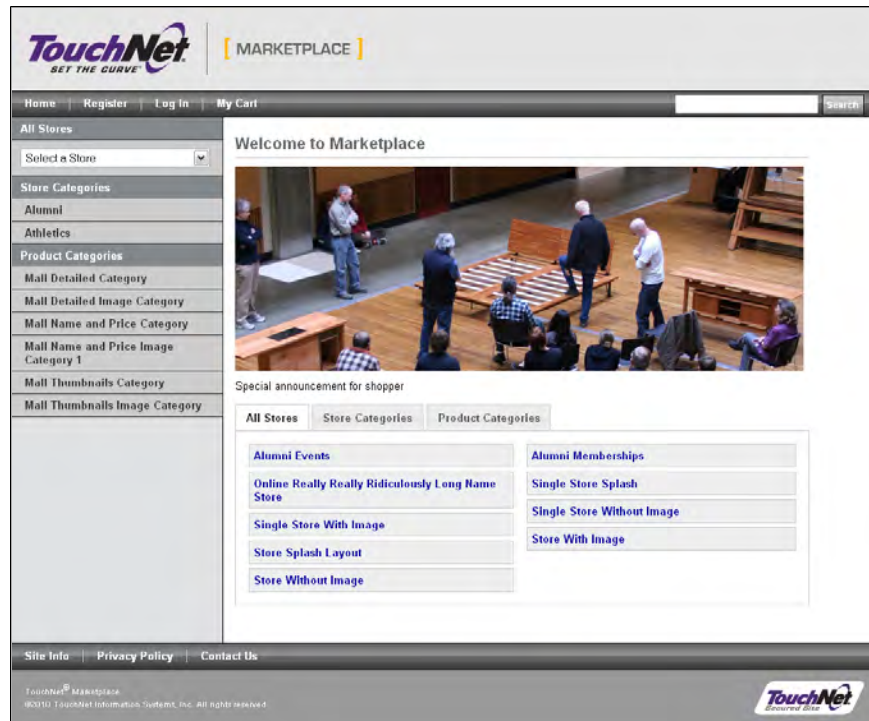
ul.footerNavigationLinks {
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    list-style: none inside;
    margin: 0px;
    padding: 0px;
    display: block;
    width: 100%;
    float: left;
    clear: both;
}

#content {
    margin: 0px auto;
    width: 960px;
    padding: 0px 0px 30px;
    height: 100%;
    background: url(../images/left_nav_background_
        centered.gif) repeat-y left top;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}
```

```
#content .leftNavigation {
    width: 249px;
    float: left;
    display: block;
    margin: 0px 14px 0px 0px;
    clear: both;
    background: #CCC;
    border-right: 1px solid #333;
    border-bottom: 1px solid #333;
    border-left: 1px solid #333;
}
```

Left Justified, Fixed-Width Content, and Full-Width Header

This site layout allows for left-justified content while using a header and a footer that span the width of the browser window. Establishing left justification requires editing the margin and width properties of several styles.



In this layout, the main content is left justified while the header and footer span the full width of the browser window.

Here are the styles that must be edited:

- #container
- #header
- .navbar
- #footer, .push
- ul.footerNavigationLinks

Options for this Layout

When you edit the width of the container DIV, you may want to modify the border-left and border-right properties. You can also edit the width property

You may also want to change the background colors or images that are specified in the background property of the following styles: body, #container, #header, .navbar, #footer, and #ul.footerNavigationLinks.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the shopping application pages are left justified, while the header and footer span the width of the browser.

We'll also make some optional edits. First, we'll remove the left and right border lines on #container. And finally, we'll change the background-image applied to #container and the background-image applied to #header.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

#header {
    background: #eee url(../images/logo_bar_background.png);
    height: 100px;
    margin: 0px auto;
    width: 960px;
    padding: 0px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

.headerbanner {
    width: 960px;
    margin: 0px auto;
}

.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    margin: 0px auto;
```

```

        width: 960px;
        display: block;
        border-right: 1px solid #333;
        border-left: 1px solid #333;
    }

    #footer, .push {
        height: 100px;
        width: 960px;
        margin: 0px auto;
        border-right: 1px solid #333;
        border-left: 1px solid #333;
    }

    ul.footerNavigationLinks {
        height: 30px;
        background: #666 url(../images/background_top_
            navbar.gif) repeat-x center;
        border-top: 1px solid #000;
        border-bottom: 1px solid #000;
        list-style: none inside;
        margin: 0px;
        padding: 0px;
        display: block;
        width: 960px;
        float: left;
        clear: both;
    }

    #content {
        margin: 0px auto;
        width: 960px;
        padding: 0px 0px 30px;
        height: 100%;
    }

```

After:

```

#container {
    width: 100%;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px 0px -100px;
    padding: 0px;
    border-right: 0px solid #000;
    border-left: 0px solid #000;
    background: #FFF url(../images/left_nav_background_
        leftjustified.gif);
}

#header {
    background: #e5e5e5 url(../images/background_
        repeated.png);
    height: 100px;
    margin: 0px;
    width: 100%;
    padding: 0px;
    display: block;
    border-right: 0px solid #333;
    border-left: 0px solid #333;
}

.headerbanner {

```

```

        width: 960px;
        margin: 0px;
    }

    .navbar {
        border-top: 1px solid #000;
        border-bottom: 1px solid #000;
        height: 30px;
        background: #666 url(../images/background_top_
            navbar.gif) repeat-x center;
        margin: 0px;
        width: 100%;
        display: block;
        border-right: 0px solid #333;
        border-left: 0px solid #333;
    }

    #footer, .push {
        height: 100px;
        width: 100%;
        margin: 0px;
        border-right: 0px solid #333;
        border-left: 0px solid #333;
    }

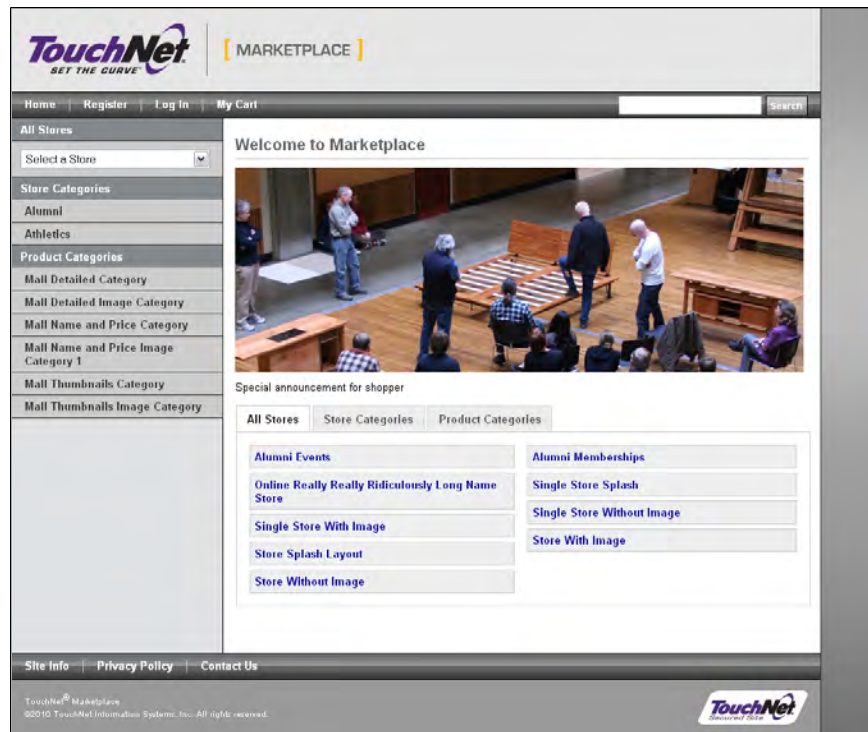
    ul.footerNavigationLinks {
        height: 30px;
        background: #666 url(../images/background_top_
            navbar.gif) repeat-x center;
        border-top: 1px solid #000;
        border-bottom: 1px solid #000;
        list-style: none inside;
        margin: 0px;
        padding: 0px;
        display: block;
        width: 100%;
        float: left;
        clear: both;
    }

    #content {
        margin: 0px;
        width: 960px;
        padding: 0px 0px 30px;
        height: 100%;
    }

```

Left Justified, Fixed-width Content and Header

This layout is similar to the previously described left-justified layout. However, here, the header and footer are restricted to a set pixel width.



In this layout, notice how the content has been pushed to the left side of the browser window. All the content is set to the fixed width of 960 pixels.

To achieve this layout, you only need edit the following style:

- #container

Important! Do not set the #container width narrower than 960px. For Marketplace to display properly, a minimum width of 960px is required.

Options for this Layout Style

When you edit the CSS styles for this layout, you may also want to remove the borders on #header, #navbar, and #footer. You may also choose to emphasize the right border on #container.

You may also want to change the background colors or images that are specified in the background property of the following styles: body, #container, #header, .navbar, #footer, and #ul.footerNavigationLinks.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the content, including the header and footer, is left justified and restricted to 960 pixels wide. When the content is left justified, a margin area is created on the right. The example also shows how to edit the border-right property so that a 1px wide border is established between the right margin

and the main content. In addition, this layout example shows how to change the background-image of the header DIV.

Note: Yellow highlighting shows the property values that have been changed.

Before:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

#header {
    background: #eee url(../images/logo_bar_background.png);
    height: 100px;
    margin: 0px auto;
    width: 960px;
    padding: 0px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

.headerbanner {
    width: 960px;
    margin: 0px auto;
}

.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    margin: 0px auto;
    width: 960px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

#footer, .push {
    height: 100px;
    width: 960px;
    margin: 0px auto;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

ul.footerNavigationLinks {
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    list-style: none inside;
```

```

margin: 0px;
padding: 0px;
display: block;
width: 960px;
float: left;
clear: both;
}

```

After:

```

#container {
width: 960px;
min-height: 100%;
height: auto !important;
height: 100%;
margin: 0px 0px -100px;
padding: 0px;
border-right: 1px solid #000;
border-left: 0px solid #000;
background: #FFF url(../images/left_nav_background_
leftjustified.gif);
}

#header {
background: #e5e5e5 url(../images/background_
repeated.png);
height: 100px;
margin: 0px;
width: 960px;
padding: 0px;
display: block;
border-right: 0px solid #333;
border-left: 0px solid #333;
}

.headerbanner {
width: 960px;
margin: 0px;
}

.navbar {
border-top: 1px solid #000;
border-bottom: 1px solid #000;
height: 30px;
background: #666 url(../images/background_top_
navbar.gif) repeat-x center;
margin: 0px;
width: 960px;
display: block;
border-right: 0px solid #333;
border-left: 0px solid #333;
}

#footer, .push {
height: 100px;
width: 960px;
margin: 0px;
border-right: 0px solid #333;
border-left: 0px solid #333;
}

ul.footerNavigationLinks {
height: 30px;
}

```

```

background: #666 url(../images/background_top_
    navbar.gif) repeat-x center;
border-top: 1px solid #000;
border-bottom: 1px solid #000;
list-style: none inside;
margin: 0px;
padding: 0px;
display: block;
width: 960px;
float: left;
clear: both;
}

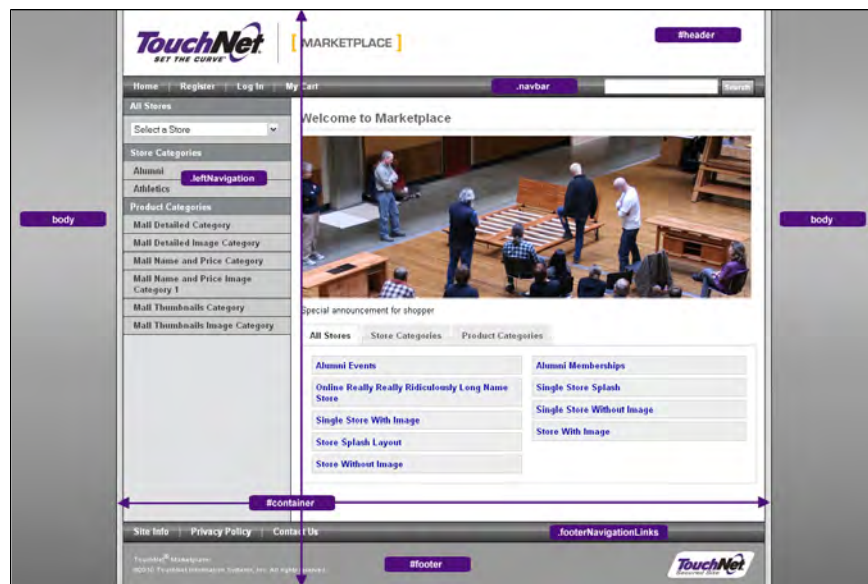
```

7.2 Backgrounds

There are seven main areas where a background color (or a background image) can be set for Marketplace uStores:

- body
- #container
- #header
- .navbar
- .leftNavigation
- #footer
- .footerNavigationLinks

Here is a screenshot that illustrates where the background colors/images appear for uStores' seven main DIVs.



There are seven main areas where a background color (or background image) can be set for Marketplace uStores.

Note: To create new background images, you will need software such as Adobe Photoshop or Microsoft Paint (or freeware such as Paint.NET).

About the Location of Images

To assign a background image to a CSS element, you must enter a URL as the value for the background property. This means you must have placed the background image in a location that is accessible from your Marketplace web server.

You will need to know the URL for each of these images. The URL can be either absolute or relative.

Important! The URL must target a jpg, jpeg, gif, or png file. These are the only allowed file types.

Absolute URLs can target files on any server (including a domain other than where Marketplace uStores is installed). Be sure to check with the administrator of the domain where the images reside to determine if the server(s) has been configured to allow image files to display on the web pages of other domains.

Edits for the Body

You can change the background of the margin areas by editing the following style:

- `body`

You can assign a color to the background property. You can also assign a background image.

Remember that a background image will override a background color. Also, depending on the customer's browser settings, background colors and background images may not print.

CSS Example

The following example shows how to edit the *marketplace.css* file so a background color or background image is assigned to the margin area.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
body {
    background: #666 url(../images/background_primary.gif)
               repeat-x fixed top;
}
```

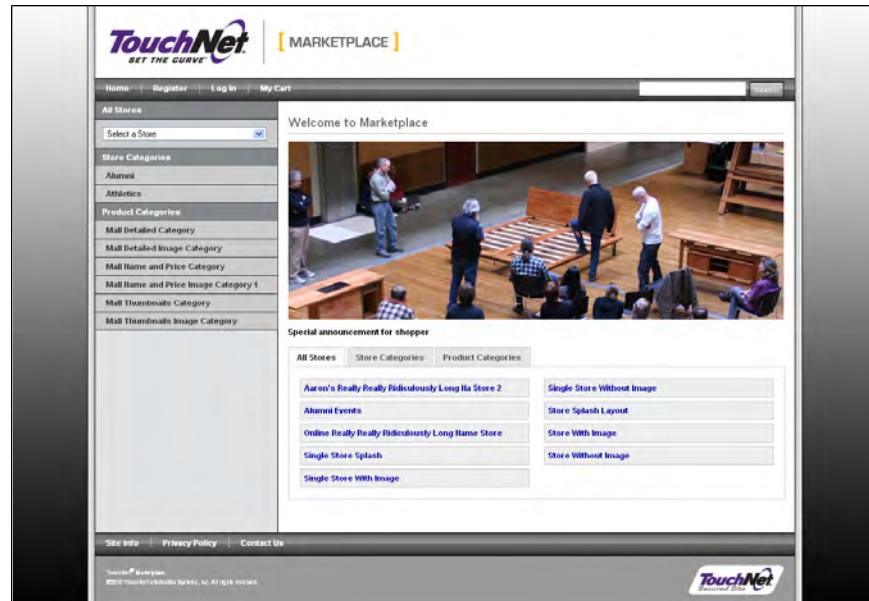
After:

```
body {
    background: #e6e6e6 url(../images/newbackground.gif)
               repeat-x fixed top;
```

}

Result of Edits

Here is the result of the edits for the body style.



This example uses a new background image for the body.

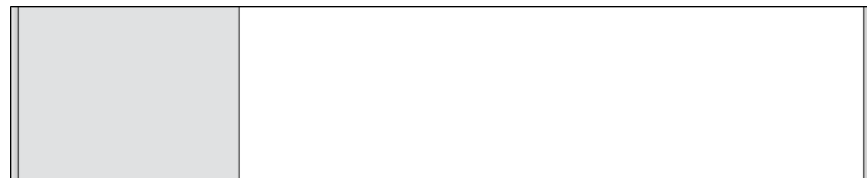
Notice how the background image specified for the body style (visible on the left and right) has been changed from a shades-of-grey vertical gradient (with horizontal grey bars) to a white-to-black vertical gradient.

Edits for the Container

You can change the background of the main contents area by editing the following style:

- #container

The #container DIV is very important. It holds the header, content, and footer DIVs. In other words, it contains all of the main page contents. Therefore, the background applied to the #container DIV runs under multiple page elements.



For the default layout of uStores, this is what the background image looks like for the #container DIV.

For the default layout of uStores, the background image for the #container DIV includes black vertical lines that demarcate areas on the page. The far

left and far right 9 pixels use a grey gradient to create the left and right borders. A solid grey background appears below the left navigation menu, and a white background appears under the main page contents.

If you use a new background image with the #container DIV, you should make sure it works with the other page elements. For example, you'll likely want the left portion of the image to line up with the left navigation menu.

You could go a step further and modify both the background image and the width of the #container DIV so that the 10 pixels on the far left and far right sides of the image are no longer needed. (These pixels are comprised of a 9-pixel-wide grey gradient and a 1-pixel-wide vertical black line.) In the default layout of uStores, these 10 pixels are a result of the #container DIV being 980 pixels wide while the #header, #content, and #footer DIVs are 960 pixels wide—providing 10 pixels of padding within the #container DIV on both the right and left sides. If you set the width for all four of these DIVs to 960 pixels wide, then the padding disappears—and thus the 10 pixels on the far left and far right sides of the background image become irrelevant.

Important! It is important that you do not change any attributes of #container that relate to height and the bottom margin. The specified values for these attributes are vital in order for the uStores pages to display correctly across browsers. These attributes are used with the "sticky" footer which be discussed in ["The 'Sticky' Footer" on page 161](#).

CSS Example

The following example shows how to edit the *marketplace.css* file so a background color or background image is assigned to the the #container DIV. The new background image looks like this:



The new background image for the #container DIV uses a horizontal grey gradient that will appear below the left navigation menu.

Note: Yellow highlighting in the following CSS code shows the property values that have changed.

Before:

```
#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
```

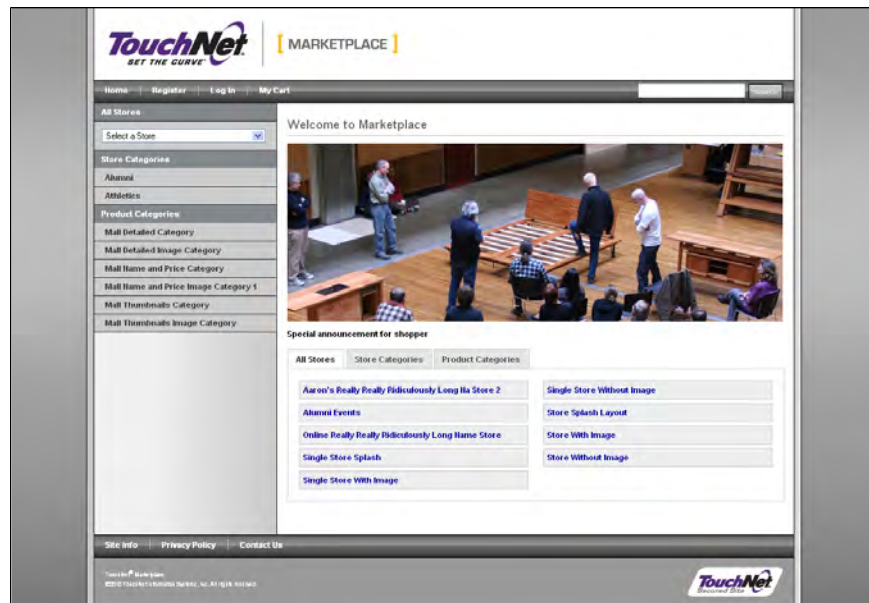
```
border-left: 1px solid #000;
background: #FFF url(../images/left_nav_background.gif)
}
```

After:

```
#container {
  width: 980px;
  min-height: 100%;
  height: auto !important;
  height: 100%;
  margin: 0px auto -100px;
  padding: 0px;
  border-right: 1px solid #000;
  border-left: 1px solid #000;
  background: #eee url(../images/newbackgroundimage.gif)
}
```

Result of Edits

Here is the result of the edits for the #container style.



This example uses a new background image with the #container DIV. Compare this example with the other screenshots in this section.

Notice how the background image specified for the #container DIV (visible below the left navigation menu) has been changed from solid grey (under the left navigation menu) to a horizontal grey gradient (under the left navigation menu).

Edits for the Header

Regardless of whether the header spans the entire width of the browser window or is restricted to a fixed pixel width, you can change the background of the header by editing the following style:

- `#header`

You can assign a color to the background property. You can also assign a background image.

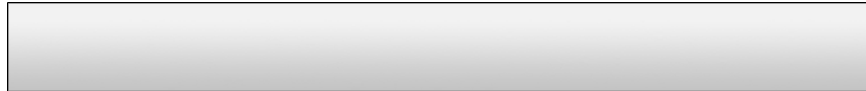
By default, the background color of the `#header` DIV is white (`#FFFFFF`), and no background image is used.

Note: Remember that a background image will override a color background. Also, depending on the customer's browser settings, background colors and background images may not print.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the background of the header is changed.

Here is the new background image that we'll use for this example:



The new background image will override the default white background color.

Note: Yellow highlighting in the following CSS code shows the property values that have changed.

Before:

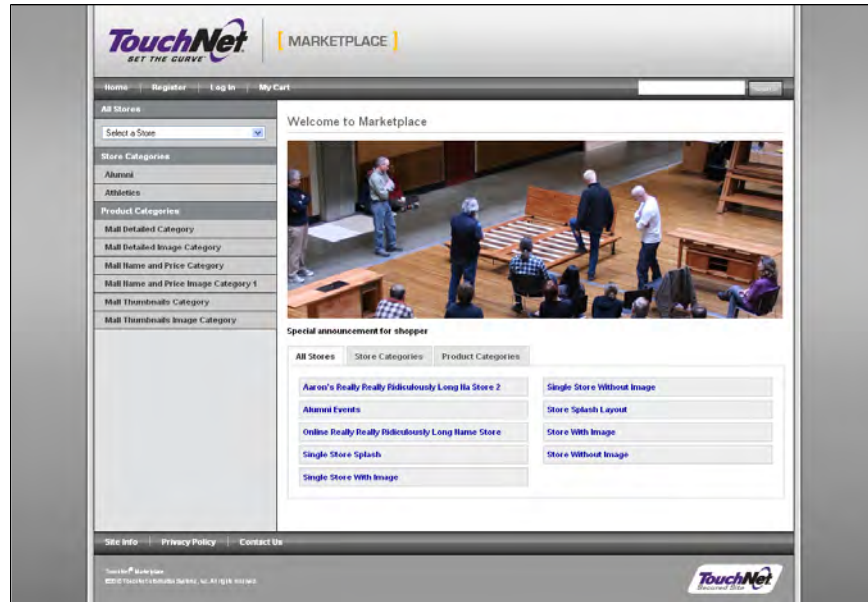
```
#header {  
    background: #FFF;  
    height: 100px;  
    margin: 0px auto;  
    width: 960px;  
    padding: 0px;  
    display: block;  
    border-right: 1px solid #333;  
    border-left: 1px solid #333;  
}
```

After:

```
#header {  
    background: #e6e6e6 url(../images/newgradient.gif);  
    margin: 0px auto;  
    width: 960px;  
    padding: 0px;  
    display: block;  
    border-right: 1px solid #333;  
    border-left: 1px solid #333;  
}
```


Result of Edits

Here is the result of the edits for the #header style.



This example uses a new background image with the #header DIV.

Notice how the new background image for the #header DIV eliminates the white background of the header in favor of a simple vertical white-to-grey gradient.

Edits for the Top Navigation Bar

Regardless of whether the top navigation bar spans the entire width of the browser window or is restricted to a fixed pixel width, you can change the background of the top navigation bar by editing the following style:

- .navbar

The default background image for the #navbar DIV looks like this:



The default background for the .navbar DIV is a dark-grey, vertical gradient with a light-grey highlight.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the background of the top navigation bar is changed.

Here is the new background image that we'll use for this example:



The new background is a simple vertical grey gradient.

Note: Yellow highlighting in the following CSS code shows the property values that have changed.

Before:

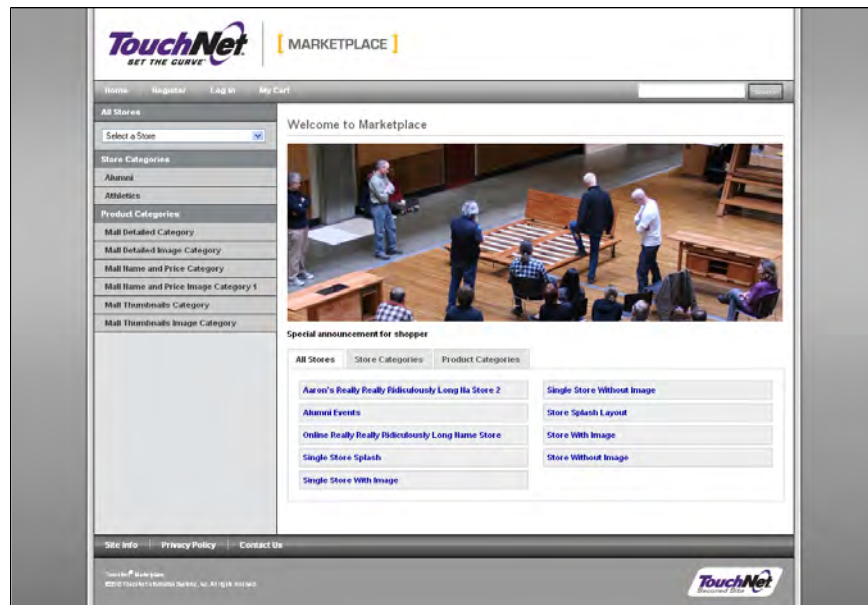
```
.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/background_top_
        navbar.gif) repeat-x center;
    margin: 0px auto;
    width: 960px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}
```

After:

```
.navbar {
    border-top: 1px solid #000;
    border-bottom: 1px solid #000;
    height: 30px;
    background: #666 url(../images/newnavbarbackground.gif)
        repeat-x center;
    margin: 0px auto;
    width: 960px;
    display: block;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}
```

Result of Edits

Here is the result of the edits for the `.navbar` style.



This example uses a new background image with the #navbar DIV. This new image uses a light grey gradient. Compare this example with the other screenshots in this section.

Notice how the background image specified for the .navbar style (visible in the top navigation menu) has been changed from a dark grey gradient to a light grey gradient.

Edits for the Footer

Regardless of whether the footer spans the entire width of the browser window or is restricted to a fixed pixel width, you can change the background of the footer by editing the following style:

- #footer

You can assign a color to the background property. You can also assign a background image.

The default #footer style does not use a background image. Instead, it uses a solid grey background color.

Note: For the footer to work properly, if you have added content or changed the height of the #footer DIV, you will need to modify the negative value specified for the bottom margin of the #container DIV. By default, the value of the bottom margin of the #container DIV is -100px. This provides room for the footer; however, if you add content to the footer or change the height of the footer, you will need to change the #container bottom margin to provide sufficient space for the revised footer. This distance may vary from browser to browser. Thus you may need to provide alternative, browser-specific CSS.

CSS Example

The following example shows how to edit the *marketplace.css* file so that the background of the footer is changed.

Here is the new background image that we'll use for this example:



The new background is a simple dark grey, vertical gradient.

Note: Yellow highlighting in the following CSS code shows the property values that have changed.

Before:

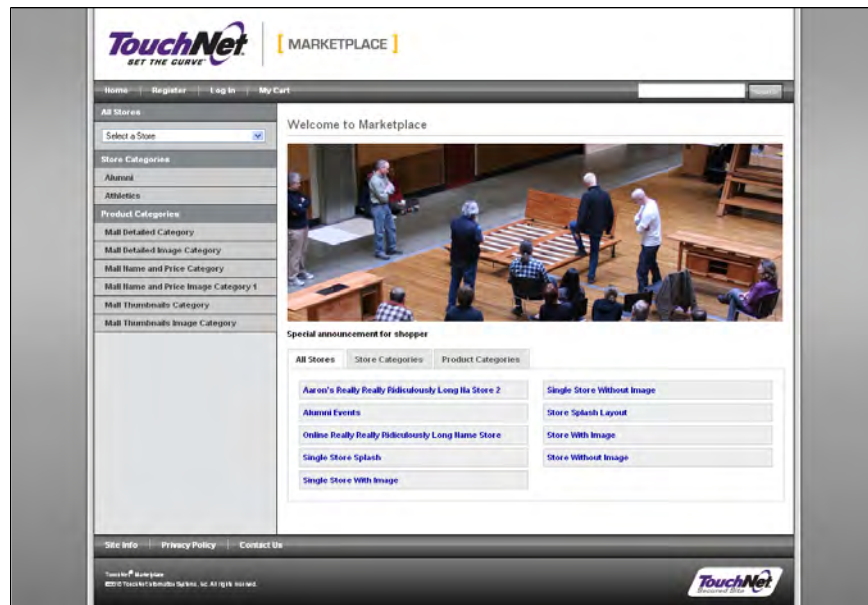
```
#footer {  
    background: #999;  
}
```

After:

```
#footer {  
    background: #e6e6e6 url(../images/newgradient.gif);  
}
```

Result of Edits

Here is the result of the edits for the #footer style.



This example uses a new background image with the footer. This new image is much darker than the default background. Compare this example with the other screenshots in this section.

Notice how the background specified for the #footer style has been changed from a solid grey background color to a dark grey vertical gradient.

7.3 Link Colors

Four types of links are used in Marketplace:

- Navbar links
- Breadcrumb links
- Main content links
- Footer links

Each of these links uses a normal state and a hover state. The colors for these links are specified in the *marketplace.css* and *checkout_stylesheet.css* files. (In the case of navbar links, a style for active links is also specified.) You can modify the link colors by editing these style sheets. Or if you require states for visited links (*a:visited*) or active links (*a:active*), you can add these styles to the style sheet.

Note: The left navigation menu includes additional link types. We will discuss the left navigation menu in its own section. For more information on the left navigation menu, see **"The Left Navigation Menu" on page 158.**

Overlap Among Link Styles

The "a" style sets the following properties for links (anchor tags):

- font-weight,
- font-size,
- color,
- and text-decoration.

These properties potentially affect all other links in Marketplace, unless other styles have been applied that override the properties of the "a" style. For example, the "#footer a" style sets the color property for footer links, but it does not set font-weight, font-size, nor text-decoration. As a result, footer links will use the same font-weight, font-size, and text-decoration properties as specified in the "a" style.

Note: Before you change any link properties other than the color, you should first be familiar with the properties assigned to the "a" style because these properties may affect other link styles (as in the case of the footer links). For an example of the properties included in the "a" style, see "Main Content Links" below.

Main Content Links

Main content links appear in the tabbed section of the mall home page (as the store names on the All Stores tab, as the product category names on the Product Categories tab, and as the store category names on the Store Categories tab). In addition, main content links are used for category names and product names on product category pages and store pages. These links use the following styles:

- a:link, a:visited
- a:hover, a:active

To change the color of main content links, change the color properties of the "a" style and the "a:hover" style.

CSS Example

The following example shows how to edit the *marketplace.css* file so a new color is assigned to links in the main content area. Colors are assigned in this example for both the normal and hover states of anchor tags.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
a:link, a:visited {  
    color: #009;  
    font-weight: bold;  
    text-decoration: none;  
}  
  
a:hover, a:active {
```

```

        color: #6cb33f;
        font-weight: bold;
        text-decoration: none;
        outline: none; /* FF remove dotted border */
    }

```

After:

```

a:link, a:visited {
    color: #900;
    font-weight: bold;
    text-decoration: none;
}

a:hover, a:active {
    color: #ff80ff;
    font-weight: bold;
    text-decoration: none;
    outline: none; /* FF remove dotted border */
}

```

Breadcrumb Links

The breadcrumb links use the following styles:

- .crumbs a
- .crumbs a:hover

To change the color of breadcrumb links, change the color properties of the "crumbs a" style and the "crumbs a:hover" style.

CSS Example

The following example shows how to edit the *marketplace.css* file so a new color is assigned to the breadcrumb links. Colors are assigned in this example for both the normal and hover states.

Note: Yellow highlighting shows the property values that have changed.

Before:

```

.crumbs a {
    font-weight: normal;
    color: #999;
}

.crumbs a:hover {
    font-weight: normal;
    color: #6cb33f;
}

```

After:

```

.crumbs a {
    font-weight: normal;
    color: #f99;
}

.crumbs a:hover {
    font-weight: normal;
}

```

```

        color: #ffcccc;
    }

```

Note: In this example, the style for the hover state does not specify that the link should be underlined (which can be specified by the `text-decoration` property); however, this property is specified by the `"a:hover"` style (`text-decoration: none`), which in this case is still in effect. Remember that the properties assigned by the `"a"` style and `"a:hover"` style will remain in effect for a link unless another link style assigns override values.

Navbar Links

The links in the navbar are associated with an unordered list. Look for the following styles:

- `ul.userAccount li a:link, ul.userAccount li a:visited`
- `ul.userAccount li a:hover, ul.userAccount li a:active`

To change the color of navbar links, you must change the color properties specified in these styles.

CSS Example

The following example shows how to edit the `marketplace.css` file so a new color is assigned to links in the navbar links. Colors are assigned in this example for the normal, hover, and active states. In addition, the hover and active states will add an underline to navbar links.

Note: Yellow highlighting shows the property values that have changed.

Before:

```

ul.userAccount li a:link, ul.userAccount li a:visited {
    padding: 6px 15px 0px;
    text-decoration: none;
    float: left;
    height: 22px;
    font-size: 0.8em;
    color: #FFF;
    white-space: nowrap;
}

ul.userAccount li a:hover, ul.userAccount li a:active {
    color: #feb913;
    text-decoration: none;
}

```

After:

```

ul.userAccount li a:link, ul.userAccount li a:visited {
    padding: 6px 15px 0px;
    text-decoration: none;
    float: left;
    height: 22px;
    font-size: 0.8em;
    color: #CCE;
    white-space: nowrap;
}

```



```
ul.userAccount li a:hover, ul.userAccount li a:active {
    color: #e6e6ff;
    text-decoration: underline;
}
```

Footer Links

The footer links typically use the same colors as the navbar links. The footer links use the following styles:

- `ul.footerNavigationLinks li a:link, .footerNavigationLinks li a:visited`
- `ul.footerNavigationLinks li a:hover, .footerNavigationLinks li a:active`

To change the color of footer links, you must change the color properties specified in these styles.

CSS Example

The following example shows how to edit the *marketplace.css* file so a new color is assigned to links in the footer. Colors are assigned in this example for the link and hover states.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
ul.footerNavigationLinks li a:link, .footerNavigationLinks li
a:visited {
    padding: 6px 15px 0px;
    text-decoration: none;
    float: left;
    height: 22px;
    font-size: 0.8em;
    color: #FFF;
    white-space: nowrap;
}

ul.footerNavigationLinks li a:hover, .footerNavigationLinks
li a:active {
    color: #feb913;
    text-decoration: none;
}
```

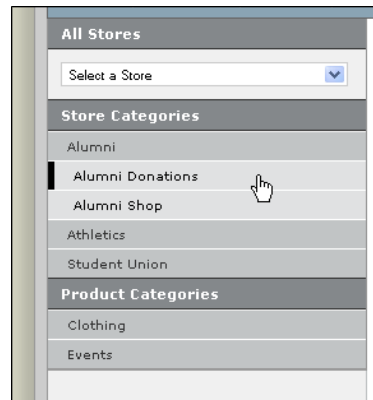
After:

```
ul.footerNavigationLinks li a:link, .footerNavigationLinks li
a:visited {
    padding: 6px 15px 0px;
    text-decoration: none;
    float: left;
    height: 22px;
    font-size: 0.8em;
    color: #CCC;
    white-space: nowrap;
}

ul.footerNavigationLinks li a:hover, .footerNavigationLinks
li a:active {
    color: #FFCC00;
    text-decoration: none;
}
```

}

7.4 The Left Navigation Menu



The left navigation menu provides an easy means for your customers to navigate quickly to stores and product categories. Several aspects of the menu can be modified with style sheet edits, such as the font-family, font-size, font-weight, color, background, borders, margin, and padding.

Left Navigation Menu HTML

Here is sample HTML code for the left navigation menu:

```
<div class="leftNavigation">
<label for="allStores" class="noTopBorder">All Stores</label>
<select name="allStores" id="allStores" class="allStores"
  title="All Stores" onchange="onClickAllStores()">
  <option value="">Select a Store</option>
  <option value="1">Store 1</option>
  <option value="2">Store 2</option>
  <option value="3">Store 3</option>
  <option value="4">Store 4</option>
</select>
<h2>Store Categories</h2>
<ul id="menu1" class="menu expand">
  <li><a class="m1" href="#">Alumni</a>
  <ul id="storegroupmenu_0" class="menu">
    <li><a class="m2" href="#">Alumni Donations</a></li>
    <li><a class="m2" href="#">Alumni Shop</a></li>
  </ul>
</li>
</ul>
<ul id="menu1" class="menu expand">
  <li><a class="m1" href="#">Athletics</a>
  <ul id="storegroupmenu_0" class="menu">
    <li><a class="m2" href="#">Athletics Shop</a></li>
    <li><a class="m2" href="#">Sporting Events</a></li>
  </ul>
</li>
</ul>
<ul id="menu1" class="menu expand">
  <li><a class="m1" href="#">Student Union</a>
  <ul id="storegroupmenu_0" class="menu">
```

```

        <li><a class="m2" href="#">Art Supplies</a></li>
        <li><a class="m2" href="#">Campus Wear</a></li>
        <li><a class="m2" href="#">Union Activities</a></li>
    </ul>
</li>
</ul>
<h2>Product Categories</h2>
<ul id="menu2" class="menu">
    <li><a class="m1" href="#">Clothing</a></li>
    <li><a class="m1" href="#">Events</a></li>
</ul>
</div><!--leftNavigation-->

```

You should notice that the left navigation menu is composed of three main sections: 1) the All Stores dropdown menu, 2) the Store Categories section (which expands for each store category), and 3) the Product Categories section.

The All Stores section is comprised of a label tag and a select tag (with option tags for each store).

The Store Categories section is comprised of an unordered list (ul) tag, with list item (li) tags for each Store Category. Within each store category, an additional unordered list is comprised of all the store names in that category. Expand/contract functionality is used with the display of the store list in each store category.

The Product Categories section is comprised of an unordered list (ul) tag, with list item (li) tags for each Product Category.

Edits for the Left Navigation

In the left navigation, many options are available for modifying how the menu is displayed. These options allow for modification of the .leftNavigation DIV, the H2 tags (for "Store Categories" and "Product Categories"), the UL tags (with class name of "menu"), and the LI tags. You can change the font-family, font-size, font-weight, color, background, borders, margin, and padding of these elements.

Note: In order to change the background image associated with the entire height of the left navigation (from header to footer), you must change the background of the #container DIV.

CSS Example

The following example shows how styles in the *marketplace.css* and *checkout_stylesheet.css* files can be edited. The styles are in the following files: the #content style is in the *marketplace.css* file and the ul.menu styles are in the *checkout_stylesheet.css* file.

In this example, we have changed the background colors used in the left navigation menu.

Note: Yellow highlighting shows the property values that have changed.

Before:

```
#content .leftNavigation {
```

```

        width: 250px;
        float: left;
        display: block;
        margin: 0px 14px 0px 0px;
        clear: both;
        background: #CCC;
        border-right: 1px solid #333;
        border-bottom: 1px solid #333;
    }
    ul.menu, ul.menu ul {
        list-style-type: none;
        margin: 0;
        padding: 0;
        background: #333;
    }
    ul.menu a {
        display: block;
        text-decoration: none;
    }
    ul.menu li {
        margin-top: 1px;
    }
    ul.menu li a {
        color: #333;
        padding: 5px 5px 5px 15px;
        font-size: 0.8em;
        font-weight: bold;
        padding: 4px 5px 6px 15px\9;
    }
    ul.menu li ul li a {
        color: #000;
        padding-left: 20px;
        background: #e5e5e5;
        margin-top: 1px;
    }
    ul.menu li ul li ul li a {
        background: #fff;
        color: #000;
        padding-left: 25px;
        margin-top: 1px;
    }
}

```

After:

```

#content .leftNavigation {
    width: 250px;
    float: left;
    display: block;
    margin: 0px 14px 0px 0px;
    clear: both;
    background: #FF0000;
    border-right: 1px solid #333;
    border-bottom: 1px solid #333;
}
ul.menu, ul.menu ul {
    list-style-type: none;
    margin: 0;
    padding: 0;
    background: #FFCCCC;
}
ul.menu a {
    display: block;
    text-decoration: none;
}
ul.menu li {

```

```

        margin-top: 1px;
    }
    ul.menu li a {
        color: #333;
        padding: 5px 5px 5px 15px;
        font-size: 0.8em;
        font-weight: bold;
        padding: 4px 5px 6px 15px\9;
    }
    ul.menu li ul li a {
        color: #000;
        padding-left: 20px;
        background: #FF9999;
        margin-top: 1px;
    }
    ul.menu li ul li ul li a {
        background: #fff;
        color: #000;
        padding-left: 25px;
        margin-top: 1px;
    }
}

```

7.5 The 'Sticky' Footer

uStores uses a "sticky" footer to ensure that the footer on each uStores page is located no higher than the bottom of the browser window. Even if the page content is relatively short and does not fill the page, the "sticky" footer ensures that the footer does not move vertically above the bottom of the browser window.

There are several ways using CSS to create a "sticky" footer. Some methods use long and messy hacks or extra HTML markup. However, the uStores "sticky" footer uses very few lines of CSS and hardly any HTML markup. Even better, the CSS works in all major browsers (e.g., Internet Explorer 5 and up, Firefox, Safari, and Opera).

The following styles control the "sticky" footer. These styles are located in the *marketplace.css* file:

```

html, body {
    height: 100%;
    font: 100% Arial, Helvetica, sans-serif;
}

#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

#footer, .push {
    height: 100px;
    width: 960px;
}

```

```

margin: 0px auto;
border-right: 1px solid #333;
border-left: 1px solid #333;
}

```

Notice first that the height property for the "html, body" style specifies 100%. This property value forces the content to fill the browser window from the top to the bottom. Next, the height property for the #container DIV is also set to 100%. Plus, be sure to note the negative bottom margin on the #container style. The negative bottom margin for the #container style should be offset by the height parameter assigned to the "#footer, .push" style. In other words, if the footer is 100 pixels high, the #container DIV should have a bottom margin of -100 pixels to reserve the correct amount of space for the footer. For example, if you change the footer to 200 pixels high, you should also change the bottom margin of the #container style to -200 pixels.

Note: If any changes are made to the content that fits within the footer, you may need to adjust the footer height (and the #container style). For example, if you use the Footer HTML field (only available in single-store mode) to add additional footer content, such as a school mailing address and telephone number, you may need to adjust the footer height and the negative margin for the #container style. Be sure to test your changes in multiple browsers.

CSS Example

The following example shows how to edit the *marketplace.css* file so the footer height is changed.

Yellow highlighting shows the property values that have changed.

Before:

```

#container {
    width: 980px;
    min-height: 100%;
    height: auto !important;
    height: 100%;
    margin: 0px auto -100px;
    padding: 0px;
    border-right: 1px solid #000;
    border-left: 1px solid #000;
    background: #FFF url(../images/left_nav_background.gif)
}

#footer, .push {
    height: 100px;
    width: 960px;
    margin: 0px auto;
    border-right: 1px solid #333;
    border-left: 1px solid #333;
}

```

After:

```

#container {

```

```

        width: 980px;
        min-height: 100%;
        height: auto !important;
        height: 100%;
        margin: 0px auto -250px;
        padding: 0px;
        border-right: 1px solid #000;
        border-left: 1px solid #000;
        background: #FFF url(../images/left_nav_background.gif)
    }

    #footer, .push {
        height: 250px;
        width: 960px;
        margin: 0px auto;
        border-right: 1px solid #333;
        border-left: 1px solid #333;
    }

```

7.6 Other CSS Edits

In addition to making the CSS modifications described earlier in this section, you can make many more edits to the look and feel of the Marketplace shopping mall (and to stores in single-store mode). The following paragraphs briefly describe some of the additional modifications that can be accomplished by editing the *marketplace.css* file.

Global Change to Font Family

You can change the font family assigned to most page elements by editing the font-family property in the body style.

Note: The font family for items in the customer's shopping cart list is set in the *checkout_style_sheet.css* file.

Height of the Top Navigation Menu

You can change the height of the top navigation menu by modifying the .navbar style. To set a specific height for the top navigation menu, add the "height" property with a value set for a specific pixel dimension (e.g., "height: 20px"). We also suggest you lock the vertical size of the top navigation menu by adding the "overflow" property with "hidden" set as the value (e.g., "overflow: hidden"). To refine the vertical position of the top navigation menu links, you can modify the padding property.

Page Title Size and Font Family

With the exception of the uStores home page, a page title appears below the top navigation menu (and to the right of the left navigation menu) for

all uStores pages. These titles display store names, category names, and product names. You can change the size of the page title by editing the font-size property in the h1.header style. To change the font family for the page title, you must add the font-family property.

Size and Font Family of Links in the Footer

You can change the size of links in the footer by adding the font-size property to the "ul.footerNavigationLinks li a" style. To change the font family for these links, you must add the font-family property.

Size and Font Family of the Product Description on the Product Detail Page

You can change the size of the product description text by adding the font-size property to the .productDescription style. To change the font family for this text, you must add the font-family property.

8.0 Single-Store Mode Layout Edits

Through the use of single-store mode settings—such as the header HTML field, the left navigation HTML field, and the footer HTML field—as well as the use of single-store style sheets, you can take control of how stores in single-store mode are displayed.

To help you understand how a store in single-store mode can be modified, this section provides an introductory discussion of single-store mode layout.

The following subjects are covered in this section:

- The default location of the HTML fields
- Using floats and applying widths
- Adding extra HTML to HTML fields
- Additional style sheet edits

This discussion should only be considered as a starting point. As you become familiar with using the header, left navigation, and footer HTML fields—and as you become familiar with editing style sheets—you'll find many additional ways that stores can be customized.

Important! The use of HTML additions and style sheet modifications should be performed by users with advanced skills in HTML and CSS. Faulty HTML and/or faulty CSS code can cause stores to stop loading correctly in the web browsers of your customers.

8.1 Using Single-Store Mode HTML Fields

In this section, we will discuss some of the considerations that store managers must make when using single-store mode's HTML fields for adding extra HTML to store pages. This information is technical and requires advanced understanding of HTML and CSS.

First, we'll describe the DIVs that are used for displaying the header, left navigation, and footer fields:

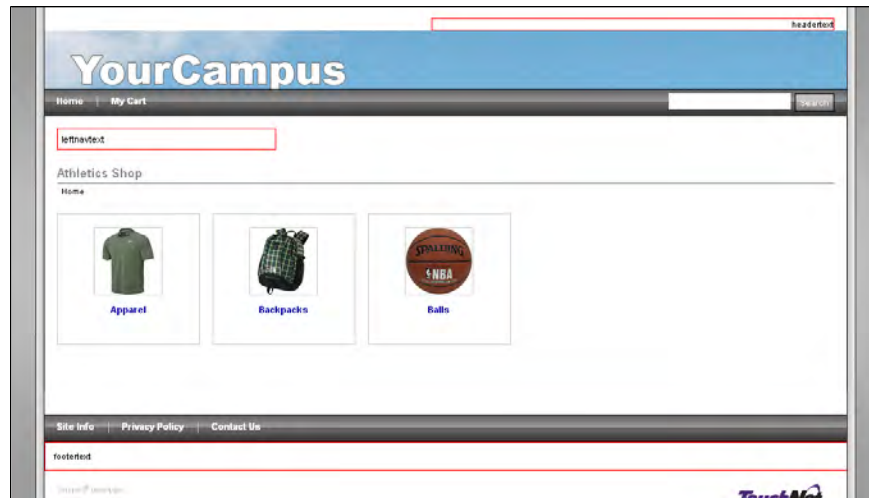
- The header HTML field appears in the #headertext DIV.
- The left navigation HTML field appears in the #leftnavtext DIV.
- And the footer HTML field appears in the #footertext DIV.

In this section, we will provide examples of how you can use these HTML fields.

The Default Locations of the HTML Fields

The header, left navigation, and footer HTML fields appear in default locations on the store pages. In the following example, red borders have

been turned on for the #headertext DIV, the #leftnavtext DIV, and the #footertext DIV:



The red borders show the default locations of the HTML fields.

You will likely need to adjust the locations of these fields with CSS modifications in order for the added HTML to best meet the needs of your intended store design.

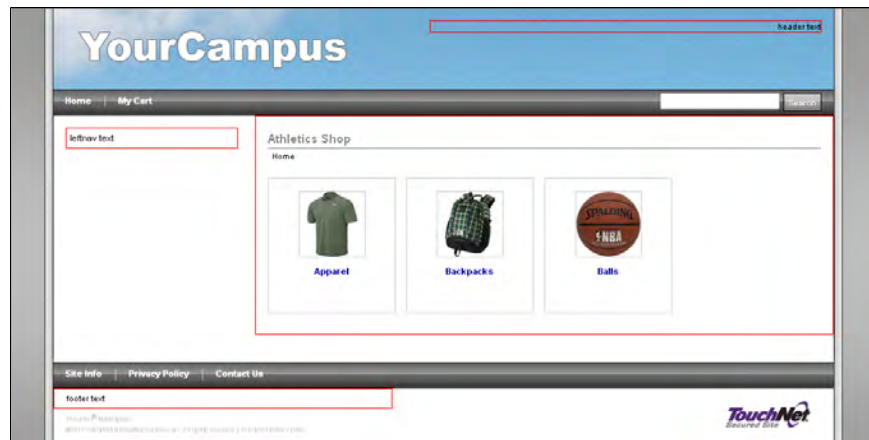
You should notice that the uStores left navigation menu is not used with stores in single-store mode, so if you would like a navigation menu, you will need to use the HTML fields to create a navigation menu for your store. This menu can be used to link to product categories, to link to specific products, or for any other purpose that you think is appropriate (such as links to other campus web sites).

Modifying the Locations of the HTML Fields

To modify the locations of the HTML fields, you will need to make style sheet edits to the *marketplace.css* file and/or to the *single_store.css* file. In general, these edits involve using floats so that multiple page elements can be positioned side by side. In addition, this involves assigning widths to various page elements so that there is room for the items to appear in the intended locations.

Important! To ensure that Marketplace remains a secure environment for processing commerce transactions, the CSS values of "absolute" and "relative" are not allowed with the position property. You will need to use alternative CSS methods for modifying the location of page elements. Please see **"Security Validation" on page 175** for a complete list of the HTML tags and CSS properties that are accepted by Marketplace.

In the following discussion, we will show you how to rearrange the #headertext DIV, #leftnavtext DIV, and #footertext DIV as shown in the following illustration:



Page elements have been modified to fit the desired positions through style sheet edits.

Note: In the above example, we also turned on a red border for the #contentholder DIV (which contains the store name and product thumbnails) so you can see how this DIV and the #leftnavtext DIV can be arranged to sit side by side.

Once you start changing the width of page elements, you will need to confirm the new widths are applicable on additional uStores pages, such as the Product Detail page and the Product Category pages. We strongly recommend you use a tool such as Firebug with Firefox or Developer Tools with Internet Explorer (as described in **"Code Structure" on page 111**) to determine which styles and page elements must be modified.

Important! When you make style sheet edits, you must review how the store home page, product detail pages, category pages, and checkout pages are displayed. You must determine if additional page elements are affected by your style sheet edits. If you do not review the store pages and correct any display issues that you may have introduced, then uStores may not display correctly for your customers.

Modifying the Location of the Header HTML Field

First, we'll look at the HTML at work in the header. Here is an example of the base code:

```
<div id="header">
  <div id="headertext">[header HTML field]
  </div>
  <div class="headerbanner">
  </div>
</div>
```

Note: In this example, the IMG tag references a header image that has been uploaded and activated. (For more information about activating an

uploaded header image for a store in single-store mode, see "[Navigate to Marketplace Home > \[merchant\] > Stores > \[store\] > Store Settings > Single Store. " on page 88.](#)") The IMG tag for the store header image appears within the #headerbanner DIV.

By default, the *marketplace.css* file specifies the .headerbanner DIV will be 960 pixels wide, which uses up all the horizontal real estate in the header. As a result, unless you modify its location, the #headertext DIV will sit above the .headerbanner DIV. In addition, because "float: right" is turned on, the #headertext DIV will be flush right within the #header DIV.

In some situations, this might be an appropriate location for the #headertext DIV, but in other situations, you might desire that the #headertext DIV and the .headerbanner DIV sit side by side—in which case, you must modify the width of these two DIVs so they will both fit in the #header DIV (which by default is 960 pixels wide). In this example, we'll modify the #headertext DIV to be 400 pixels wide and the .headerbanner DIV to be 540 pixels wide, which (plus the margins) allows these two DIVs to fit horizontally within the #header DIV. (A background color or image could also be applied to the #header DIV.) To see how the header elements have been repositioned, see the illustration on [page 167](#).

An alternative approach would be to apply the background-image property to the #header DIV for display of a store header image. Then, "display: none" would be applied to the .headerbanner DIV (because display of the store header image in this DIV would be redundant). The #headertext DIV would then appear superimposed on the #header background image.

Modifying the Location of the Left Navigation HTML Field

Here is the base code that designates where the main contents will appear, including the left navigation HTML field. (The #content DIV contains all the main page elements between the top navigation bar and the footer.)

```
<div id="content">
  <div id="leftnavtext">[left navigation HTML field]</div>
  <div id="contentholder" class="singleStore">
    <h1 class="header">[store name]</h1>
    <div class="navigationPath">
      <div class="crumbs">[breadcrumbs path]</div>
    </div>
    <div class="withoutStoreImage">
      <div class="storeItems noProductImage noBorder">
        <div class="thumbnails center">[HTML for each
          product/category thumbnail]</div>
      </div>
      <div class="clear"></div>
    </div>
  </div>
  <div class="clear"></div>
</div>
```

By default, the *single_store.css* file specifies the #leftnavtext DIV will be 250 pixels wide and the #contentholder.singleStore DIV will be 930 pixels wide. Therefore, there is not enough horizontal real estate within the

#content DIV for these two DIVs to sit side by side. In addition, the *single_store.css* file does not specify a float value for either of these elements. As a result, the #leftnavtext DIV appears above the #contentholder.singleStore DIV.

In some situations, this might be an appropriate location for the #leftnavtext DIV, particularly if you want to create a horizontal menu (instead of a vertical menu), but if you want to use the #leftnavtext DIV for a true left navigation menu, you must modify the width of these two DIVs so they will both fit in the #content DIV (which by default is 960 pixels wide). In this example, we'll modify #leftnavtext DIV to be 220 pixels wide and the #contentholder.singleStore DIV to be 680 pixels wide, which (plus the margins) allows these two DIVs to fit horizontally within the #header DIV. In addition, we will apply "float: left" to the #leftnavtext DIV, and we will apply "float: right" to the #contentholder.singleStore DIV.

A background color or image could also be applied to the #containerNoNav DIV. This is the DIV that provides the background for all the page elements between the top navigation bar and the footer. (Because of the sticky footer and the .push DIV, any background color or image applied to the #content DIV will not reliably always meet the footer. In order to apply background colors and images behind the main contents area, you must use the #containerNoNav DIV.)

You will also need to make additional modifications to the widths of various additional page elements. In this example (which uses the thumbnail layout for the store home page), you will need to modify the width of the ".singleStore .withoutStoreImage" DIV and the ".singleStore .withoutStoreImage .storeItems.noProductImage" DIV. In addition, you may choose to modify the width of the ".singleStore .withoutStoreImage .storeItems .thumbnails.center" DIVs so that the thumbnails best fill the page width. To see how the #leftnavtext DIV and #contentholder.singleStore DIV have been repositioned, see the illustration on [page 167](#).

Modifying the Location of the Footer HTML Field

Here is the base code for the main elements of the #footer DIV, including the footer HTML field.

```
<div id="footer">
  <ul class="footerNavigationLinks">[list items for each
    menu bar item]</ul>
  <div id="footertext">[footer HTML field]</div>
  <div class="footerLogo"></div>
  <div class="footerLegal">[TouchNet name, copyright, and
    privacy policy link]</div>
</div>
```

By default, the *marketplace.css* file specifies the #footertext DIV will be 940 pixels wide and the .footerLogo DIV will be 150 pixels wide. Therefore, there is not enough horizontal real estate within the #footer DIV for these two DIVs to sit side by side. As a result, the #footertext DIV appears above the .footerLogo DIV.

In some situations, this might be an appropriate location for the #footertext DIV, but this will increase the height of the footer, which means you will also need to make changes to the sticky footer (as described in "[The 'Sticky' Footer](#)" on page 161). If you want to minimize changes to the footer, you will need to modify the width of the #footertext DIV so that it will sit to the left of the .footerLogo DIV. In this example, we changed the width from 940 pixels to 600 pixels. We also adjusted the padding-top on the "#footer .footerLegal" DIV. To see how the footer elements have been repositioned, see the illustration on page 167.

Adding Extra HTML

The HTML fields in single-store mode can be used for a wide variety of purposes. You can use these fields for simple text. You can enter links to other stores pages or products (or to any URL). You can format text into lists or tables. You can apply styles to text links so they appear as buttons. You can add additional DIVs and assign classes or IDs.

Here is an example of a store after HTML has been added to the header, left navigation, and footer fields:



Extra HTML has been formatted in this example for the header, left navigation, and footer fields.

In this example, the following additions were made with the HTML fields:

- **Header**—Extra HTML was used to add text and a link for "special deals."
- **Left Navigation**—Extra HTML was used to build the new navigation menu. This menu contains direct links to store category pages.
- **Footer**—Extra HTML was used to add the school address.

These HTML fields provide many opportunities for modifying the layout of stores. We hope these examples have provided you with insight into how you can better take advantage of these fields for the needs of your store or campus.

8.2 Single-Store Style Sheet Edits

As we described in ["Using Single-Store Mode HTML Fields" on page 165](#), style sheet modifications are necessary to ensure that the header, left navigation, and footer fields display in the desired locations. In addition, the HTML content that you enter in the header, left navigation, and footer fields must be formatted, so you will likely need to create and assign new IDs and classes, as required by your design plans. These modifications can be accomplished by uploading your own customized store style sheet, as described in ["Single-Store Style Sheets" on page 96](#).

In addition, you may decide to modify additional styles. You may decide to add background colors and/or background images to various page elements, or you may decide to modify which font families are used for text. The end result is your customers see a more robust environment that more closely meets your campus and/or store branding requirements.

Here is an example of the same store that we worked on throughout the previous section, after additional style sheet edits and extra HTML have been introduced. These edits add store colors and a store header image and implement additional branding strategies.



This store uses style sheet edits and extra HTML.

This example uses the following additional style sheet edits:

- styles were added for the left navigation buttons
- styles were added for the header navigation links

- background colors were changed for the top navigation menu and the bottom navigation menu
- link colors were changed in the top navigation menu and the bottom navigation menu
- the background image for the BODY tag was changed
- the background image for the footer was changed
- the background image for the #content DIV was changed
- a background image was applied to the #header DIV

This example uses the following extra HTML:

- extra HTML for the header navigation links was added to the header HTML field
- extra HTML for the left navigation buttons was added to the left navigation HTML field
- extra HTML for the store contact information was added to the footer HTML field
- a splash page graphic was added via the store announcement HTML field while using the default store layout (which displays top-level products and categories in a thumbnail layout)

It is beyond the scope of this guide to describe all the ways that style sheets can be modified for stores in single-store mode. The options are limitless.

We strongly recommend you use a tool such as Firebug with Firefox or Developer Tools with Internet Explorer (as described in "[Code Structure](#)" on page 111) to determine which styles and style sheets are responsible for the look and feel of the various page elements. You can then download the corresponding style sheets and make the edits that best fit the branding strategies of your store or campus.

Important! When you make style sheets edits, you must review how the store home page, product detail pages, category pages, and checkout pages are displayed. You must determine if additional page elements are affected by your style sheet edits. If you do not review the store pages and correct any display issues that you may have introduced, then uStores may not display correctly for your customers.

Part 4: Security Validation

9.0 Security Validation

Any HTML entered in Marketplace's HTML fields and any style sheets uploaded with Marketplace's style sheet upload functionality will undergo security validation. To ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS and HTML code will not pass the security validation. All acceptable CSS and HTML is discussed in the following sections.

9.1 Allowed CSS Properties

Marketplace accepts a wide range of CSS properties in style sheets. In the following section, we describe all the allowed CSS properties, including the allowed property values. These are the CSS properties (and property values) that will pass Marketplace's security validation process.

To help ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used CSS property values are not allowed and will not pass the security validation process.

For example, with the position property, the values of "absolute" and "relative" are not allowed. If you use CSS properties or property values that do not pass the validation process, Marketplace will prompt you to edit your style sheet before it can be uploaded.

The following CSS properties are allowed with Marketplace. For each property, the allowed values are listed. In some cases, an allowed value is displayed in *italics*, which means this value also serves as a property and therefore you should reference the definition of the property for additional information about its allowed values.

Visual Properties

property name = background

note = The 'background' property is a shorthand property for setting the individual background properties (i.e., 'background-color', 'background-image', 'background-repeat', 'background-attachment' and 'background-position') at the same place in the style sheet.

allowable values = inherit, *background-color*, *background-image*, *background-repeat*, *background-attachment*, *background-position*

property name = background-attachment

note = If a background image is specified, this property specifies whether it is fixed with regard to the viewport ('fixed') or scrolls along with the document ('scroll').

allowable values = none, scroll, fixed, inherit

property name = background-color

note = This property sets the background color of an element, either a color

value or the keyword 'transparent', to make the underlying colors show through.

allowable values = none, transparent, inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = background-image

allowable values = none, inherit

additional values = This property also accepts a URI (e.g., url (http://www.school.edu/images/example.png)). Only the following file extensions can be targeted by the URI: jpg, jpeg, gif, and png. The URL can target an image file on any server (including a domain other than where Marketplace uStores is installed). Be sure to check with the administrator of the domain where the images reside to determine if the server(s) has been configured to allow image files to display on the web pages of other domains.

property name = background-position

note = If a background image has been specified, this property specifies its initial position.

allowable values = top, center, bottom, left, center, right, inherit, none

additional values = This property also accepts percentages (e.g., 50% 25%) and lengths (e.g., 10px 20px) for horizontal and vertical placement.

property name = background-repeat

note = If a background image is specified, this property specifies whether the image is repeated (tiled) and how it is repeated.

allowable values = none, repeat, repeat-x, repeat-y, no-repeat, inherit

property name = border

note = The 'border' property is a shorthand property for setting the individual border properties (i.e., 'border-width', 'border-style', 'border-color') at the same place in the style sheet.

allowable values = inherit, *border-width*, *border-style*, *border-color*

property name = border-bottom

note = The 'border-bottom' property is a shorthand property for setting the individual border-bottom properties (i.e., 'border-bottom-width', 'border-bottom-style', 'border-bottom-color') at the same place in the style sheet.

allowable values = inherit, *border-bottom-width*, *border-style*, *border-bottom-color*

property name = border-bottom-color

allowable values = inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = border-bottom-style

default = none

allowable values = inherit, *border-style*

property name = border-bottom-width

default = medium

allowable values = inherit, *border-width*

property name = border-collapse

default = collapse

allowable values = collapse, separate, inherit

property name = border-color

allowable values = transparent, inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow. The border-color property can be used to set all four border-color properties in one declaration (e.g., border-color: black gray navy silver).

property name = border-left

note = The 'border-left' property is a shorthand property for setting the individual border-left properties (i.e., 'border-left-width', 'border-left-style', 'border-left-color') at the same place in the style sheet.

allowable values = inherit, *border-left-width*, *border-left-style*, *border-left-color*

property name = border-left-color

allowable values = inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = border-left-style

default = none

allowable values = inherit, *border-style*

property name = border-left-width

default = medium

allowable values = inherit, *border-width*

property name = border-right

note = The 'border-right' property is a shorthand property for setting the individual border-right properties (i.e., 'border-right-width', 'border-right-style', 'border-right-color') at the same place in the style sheet.

allowable values = inherit, *border-right-width*, *border-right-style*, *border-right-color*

property name = border-right-color

allowable values = inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = border-right-style

default = none

allowable values = inherit, *border-style*

property name = border-right-width

default = medium

allowable values = inherit, *border-width*

property name = border-spacing

default = 0

note = The lengths specify the distance that separates adjacent cell borders. If one length is specified, it gives both the horizontal and vertical spacing. If two are specified, the first gives the horizontal spacing and the second the vertical spacing. Lengths may not be negative.

allowable values = inherit

additional values = This property accepts length (e.g., 2px or 2mm).

property name = border-style

allowable values = inherit, none, hidden, dotted, dashed, solid, double, groove, ridge, inset, outset

property name = border-top

note = The 'border-top' property is a shorthand property for setting the individual border-bottom properties (i.e., 'border-top-width', 'border-top-style', 'border-top-color') at the same place in the style sheet.

allowable values = inherit, *border-top-width*, *border-top-style*, *border-top-color*

property name = border-top-color

allowable values = inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = border-top-style

default = none

allowable values = inherit, *border-style*

property name = border-top-width

default = medium

allowable values = inherit, *border-width*

property name = border-width

allowable values = inherit, medium, none, thick, thin

additional values = This property also accepts length (e.g., 2px or 2mm).

property name = bottom

default = auto

allowable values = auto, inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 20px).

property name = caption-side

default = top

allowable values = top, bottom, left, right, inherit

property name = clear

default = none

allowable values = none, left, right, both, inherit

property name = clip

default = auto

note = The 'clip' property applies to elements that have a 'overflow' property with a value other than 'visible'.

allowable values = auto, inherit

additional values = This property accepts length (e.g., 2px or 2mm).

property name = color

allowable values = inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = counter-increment

default = none

note = The 'counter-increment' property accepts one or more names of counters (identifiers), each one optionally followed by an integer.

allowable values = none, inherit

additional values = This property also accepts an alphanumeric ID value followed by an integer value (e.g., 'menu 2' or 'topnav 4').

property name = cursor

default = auto

note = This property specifies the type of cursor to be displayed for the pointing device.

allowable values = auto, crosshair, default, e-resize, hand, help, inherit, move, n-resize, ne-resize, nw-resize, pointer, s-resize, se-resize, sw-resize, w-resize | text, wait

property name = direction

default = ltr

allowable values = ltr, rtl, inherit

property name = display

default = inline

allowable values = inline, block, inline-block, list-item, run-in, compact, marker, table, inline-table, table-row-group, table-header-group, table-footer-group, table-row, table-column-group, table-column, table-cell, table-caption, none, inherit

property name = empty-cells

default = show

allowable values = show, hide, inherit

property name = float

default = none

allowable values = left, right, none, inherit

property name = font

note = The 'font' property is, except as described below, a shorthand

property for setting 'font-style', 'font-variant', 'font-weight', 'font-size', 'line-height', and 'font-family', at the same place in the style sheet.

allowable values=caption, icon, menu, message-box, small-caption, status-bar, inherit, *font-style*, *font-variant*, *font-weight*, *font-size*, *line-height*, *font-family*

property name = font-family

note = This property specifies a prioritized list of font family names and/or generic family names.

allowable values=any font name

property name = font-size

default = medium

allowable values = inherit

additional values = This property also accepts an absolute size (specified by xx-small, x-small, small, medium large, x-large, and xx-large) and a relative size (larger or smaller) based on the parent font. In addition this property accepts percentage (e.g., 80%) of the parent font and a fixed length (e.g., 14px or 12pt).

property name = font-size-adjust

default = none

allowable values = none, inherit

additional values = This property also accepts a numerical value (e.g., 0.7).

property name = font-stretch

default = normal

allowable values = normal, wider, narrower, ultra-condensed, extra-condensed, condensed, semi-condensed, semi-expanded, expanded, extra-expanded, ultra-expanded, inherit

property name = font-style

default = normal

allowable values = bold, normal, italic, oblique, inherit

property name = font-variant

default = normal

allowable values = normal, small-caps, inherit

property name = font-weight

default = normal

allowable values = normal, bold, bolder, lighter, 100, 200, 300, 400, 500, 600, 700, 800, 900, inherit

property name = height

default = auto

allowable values = auto, inherit,

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = left

default = auto

allowable values = auto, inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = letter-spacing

default = normal

allowable values = normal, inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 5px).

property name = line-height

default = normal

allowable values = normal, inherit

additional values = This property also accepts a numerical value (e.g., 0.80) that serves as multiplier for the parent font size to determine the line height. And this property accepts a percentage (e.g., 80%) of the parent font size and a fixed length (e.g., 18px or 14pt).

property name = list-style

allowable values = inherit, *list-style-type*, *list-style-position*, *list-style-image*

property name = list-style-image

default = none

allowable values = none, inherit

additional values = This property also accepts a URI (e.g., url (<http://www.school.edu/images/example.png>)). Only the following file extensions can be targeted by the URI: jpg, jpeg, gif, and png.

property name = list-style-position

default = outside

allowable values = inside, outside, inherit

property name = list-style-type

default = disc

allowable values = disc, circle, square, decimal, decimal-leading-zero, lower-roman, upper-roman, lower-greek, lower-alpha, lower-latin, upper-alpha, upper-latin, hebrew, armenian, georgian, cjk-ideographic, hiragana, katakana, hiragana-iroha, katakana-iroha, none, inherit

property name = margin

allowable values = inherit, auto

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px). The margin property can be used to set all four margin properties in one declaration (e.g., margin: 5px 20px 10px 15px).

property name = margin-bottom

default = 0

allowable values = inherit, auto

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = margin-left

default = 0

allowable values = inherit, auto

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = margin-right

default = 0

allowable values = inherit, auto

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = margin-top

default = 0

allowable values = inherit, auto

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = marker-offset

default = auto

allowable values = auto, inherit

additional values = This property also accepts length (e.g., 5px).

property name = max-height

default = none

allowable values = none, inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = max-width

default = none

allowable values = none, inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = min-height

default = 0

allowable values = inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = min-width

allowable values = inherit

additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 400px).

property name = outline

allowable values = inherit, *outline-color*, *outline-style*, *outline-width*

property name = outline-color

default = invert

allowable values = invert, inherit

additional values = This property also accepts an RGB value (e.g., rgb(255, 0,0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = outline-style

default = none

allowable values = inherit, *border-style*

property name = outline-width

default = medium

allowable values = inherit, *border-width*

property name = overflow

default = visible

allowable values = visible, hidden, scroll, auto, inherit

property name = overflow-x

default = visible

allowable values = visible, hidden, scroll, auto, inherit

property name = overflow-y

default = visible

allowable values = visible, hidden, scroll, auto, inherit

property name = padding

allowable values = inherit

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px). The padding property can be used to set all four margin properties in one declaration (e.g., padding: 5px 20px 10px 15px).

property name = padding-bottom

default = 0

allowable values = inherit

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = padding-left

default = 0

allowable values = inherit

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = padding-right

default = 0

allowable values = inherit

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = padding-top

default = 0

allowable values = inherit

additional values = This property also accepts percentage (e.g., 10%) of the width of the containing element and length (e.g., 20px).

property name = position

default = static

allowable values = static, fixed, inherit

property name = right
default = auto
allowable values = auto, inherit
additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 20px).

property name = table-layout
default = auto
allowable values = auto, fixed, inherit

property name = text-align
note = This property describes how inline content of a block is aligned.
allowable values = left, right, center, justify, inherit

property name = text-decoration
default = none
allowable values = none, underline, overline, line-through, blink, inherit

property name = text-indent
default = 0
allowable values = inherit
additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 20px).

property name = text-shadow
default = none
note = This property accepts a comma-separated list of shadow effects to be applied to the text of the element.
allowable values = none, inherit,
additional values = This property also accepts an RGB value (e.g., rgb(255, 0, 0)) and the following color names: aqua, black, blue, fuchsia, gray, grey, green, lime, maroon, navy, olive, purple, red, silver, teal, white, and yellow.

property name = text-transform
default = none
allowable values = capitalize, uppercase, lowercase, none, inherit

property name = top
default = auto
allowable values = auto, inherit
additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 20px).

property name = unicode-bidi
default = normal
allowable values = normal, embed, bidi-override, inherit

property name = vertical-align
default = baseline
allowable values = baseline, sub, super, top, text-top, middle, bottom, text-bottom, inherit
additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 20px).

property name = visibility
default = inherit
allowable values = visible, hidden, collapse, inherit

property name = white-space
default = normal
allowable values = normal, pre, nowrap, inherit

property name = width
default = auto
allowable values = auto, inherit
additional values = This property also accepts percentage (e.g., 50%) and length (e.g., 200px).

property name = word-spacing
default = normal
allowable values = normal, inherit
additional values = This property also accepts a length (e.g., 1px or 0.04in) that specifies an extra space between words.

property name = z-index
default = auto
allowable values = auto, inherit
additional values = This property also accepts an integer value (e.g., 2 or 9) that specifies the stack order of an element relative to other positioned elements.

Aural Properties

property name = azimuth
allowable values = left-side, far-left, left, center-left, center, center-right, right, far-right, right-side, behind, leftwards, rightwards, inherit
additional values = This property also accepts a fixed angle in degrees (e.g., 180deg).

property name = cue
allowable values = inherit, *cue-before*, *cue-after*

property name = cue-after
default = none
allowable values = none, inherit

property name = cue-before
default = none
allowable values = none, inherit

property name = elevation
default = level
allowable values = below, level, above, higher, lower, inherit
additional values = This property also accepts a fixed angle in degrees (e.g., 180deg).

property name = pause
allowable values = inherit

additional values = This property also accepts a percentage (e.g., 80%) of the speech-rate property and a time in seconds and milliseconds (e.g., 500ms or 3s).

property name = pause-after

allowable values = inherit

additional values = This property also accepts a percentage (e.g., 80%) of the speech-rate property and a time in seconds and milliseconds (e.g., 500ms or 3s).

property name = pause-before

allowable values = inherit

additional values = This property also accepts a percentage (e.g., 80%) of the speech-rate property and a time in seconds and milliseconds (e.g., 500ms or 3s).

property name = pitch

default = medium

allowable values = x-low, low, medium, high, x-high, inherit

additional values = This property also accepts frequency specified in hertz (e.g., 120Hz)

property name = pitch-range

default = 50

allowable values = inherit

additional values = This property also accepts a numerical value between 0 and 100 that represents the variation in the average pitch of the speaking voice.

property name = play-during

default = auto

note = Similar to the 'cue-before' and 'cue-after' properties, this property specifies a sound to be played as a background while an element's content is spoken.

allowable values = mix, repeat, none, auto, inherit

property name = richness

default = 50

allowable values = inherit

additional values = This property also accepts a numerical value between 0 and 100 that represents the richness (brightness) in the average pitch of the speaking voice.

property name = speak

default = normal

allowable values = normal, none, spell-out, inherit

property name = speak-header

default = once

allowable values = once, always, inherit

property name = speak-numeral

default = continuous

allowable values = digits, continuous, inherit

property name = speak-punctuation

default = none

allowable values = code, none, inherit

property name = speech-rate

default = medium

allowable values = x-slow, slow, medium, fast, x-fast, faster, slower, inherit

additional values = This property also accepts a numerical value that specifies the speaking rate in words per minute.

property name = stress

default = 50

allowable values = inherit

additional values = This property also accepts a numerical value that specifies the height of "local peaks" in the speaking voice.

property name = voice-family

note = The value is a comma-separated, prioritized list of voice family names (compare with 'font-family').

allowable values = male, female, child, inherit

property name = volume

default = medium

allowable values = silent, x-soft, soft, medium, loud, x-loud, inherit

additional values = This property also accepts a numerical value that specifies the volume of the speaking voice (e.g., 50). And this property accepts a percentage (e.g., 80%) that is relative to the inherited value.

Paged Properties

property name = marks

default = none

allowable values = crop, cross, none, inherit

property name = orphans

note = This property sets the minimum number of lines that must be left at the bottom of a page when a page break occurs inside an element.

default = 2

allowable values = inherit

additional values = This property also accepts an integer (e.g., 3 or 4).

property name = page

note = The 'page' property can be used to specify a particular type of page where an element should be displayed.

allowable values = auto

additional values = This property also accepts an alphanumeric ID value.

property name = page-break-after

default = auto

allowable values = auto, always, avoid, left, right, inherit

property name = page-break-before
default = auto
allowable values = auto, always, avoid, left, right, inherit

property name = page-break-inside
default = auto
allowable values = avoid, auto, inherit

property name = size
default = auto
allowable values = auto, portrait, landscape, inherit

property name = widows
note = This property sets the minimum number of lines that must be left at the top of a page when a page break occurs inside an element.
default = 2
allowable values = inherit
additional values = This property also accepts an integer (e.g., 3 or 4).

9.2 Allowed HTML Tags

Marketplace accepts a wide range of HTML tags in its HTML fields. In the following section, we describe all the allowed tags and the allowed attributes for these tags. These are the tags that will pass Marketplace's security validation process.

To help ensure that Marketplace remains a secure environment for processing commerce transactions, some commonly used HTML tags are not allowed and will not pass the security validation process.

These HTML tags include (but are not limited to) the following:

- comments
- script
- noscript
- iframe
- frameset
- frame
- noframes

If you use HTML tags that do not pass the validation process, Marketplace will prompt you to edit the corresponding HTML fields.

The following HTML tags are allowed with Marketplace uStores. For each tag, the allowed attributes are listed. See **"Allowed Values for HTML Attributes" on page 191** for additional information about the allowable values for the tag attributes.

tag name = a
allowed attributes = href, name, class, id, lang, style, title
additional allowed attributes = rel (only allowed value = 'nofollow', which

is used by Google to specify that its search spider should not follow that link) and target (only allowed value = '_blank'),

tag name = b

allowed attributes = class, id, lang, style, title

tag name = big

allowed attributes = class, id, lang, style, title

tag name = blockquote

allowed attributes = class, id, lang, style, title

tag name = br

allowed attributes = no attributes allowed

tag name = center

allowed attributes = class, id, lang, style, title

note = The center tag is supported in all major browsers. However, it is deprecated and should be avoided.

tag name = col

allowed attributes = align, char, charoff, valign, width, class, id, lang, style, title

additional allowed attributes = span (allowed values = positive integers)

tag name = colgroup

allowed attributes = align, char, charoff, valign, width, class, id, lang, style, title

additional allowed attributes = span (allowed values = positive integers)

tag name = dd

allowed attributes = no attributes allowed

tag name = div

allowed attributes = align, class, id, lang, style, title

tag name = em

allowed attributes = class, id, lang, style, title

tag name = font

allowed attributes = class, id, lang, style, title

note = color, size, and face are also allowed attributes; however, these attributes are now deprecated and not supported in HTML 4.01 Strict / XHTML 1.0 Strict DTD. We recommend you use CSS instead. Allowed values for color = the # character followed by a six-character hexadecimal value. This attribute also accepts a single word color name. Allowed values for face = Any font name. Allowed values for size = Digits 1 to 7 to set the size of the text (the exact text size is determined by the browser).

tag name = h1

allowed attributes = align, class, id, lang, style, title

tag name = h2

allowed attributes = align, class, id, lang, style, title

tag name = h3

allowed attributes = align, class, id, lang, style, title

tag name = h4

allowed attributes = align, class, id, lang, style, title

tag name = h5

allowed attributes = align, class, id, lang, style, title

tag name = h6

allowed attributes = align, class, id, lang, style, title

tag name = hr

allowed attributes = class, id, lang, style, title

tag name = i

allowed attributes = class, id, lang, style, title

tag name = img

allowed attributes = align, alt, border, height, name, width, class, id, lang, style, title

additional allowed attribute = src. Allowed value for src = a URL, either absolute or relative, that targets a jpg, jpeg, gif, or png file. These are the only allowed file types. Absolute URLs can target files on any server (including a domain other than where Marketplace uStores is installed). Be sure to check with the administrator of the domain where the images reside to determine if these servers have been configured to allow image files to display on the web pages of other domains. Relative URLs can be used; however, customers in the TouchNet Data Center cannot use relative URLs that contain the ../ characters. Use of these characters in a Marketplace Operations Center HTML field is not allowed and will result in an error message.

note = hspace and vspace are also allowed attributes (allowed value = any digits to specify a pixel dimension); however, both hspace and vspace are now deprecated and not supported in HTML 4.01 Strict / XHTML 1.0 Strict DTD. We recommend you use CSS instead.

tag name = li

allowed attributes = type, class, id, lang, style, title

additional allowed attributes = value (value only = an integer value that specifies the list number for this item. This value is now deprecated and not supported in HTML 4.01 Strict / XHTML 1.0 Strict DTD.

tag name = link

allowed attributes = media, class, id, lang, style, title

additional allowed attributes = rel (allowed values = alternate, copyright, search, shortcut icon, top), type (allowed values = image/x-icon, text/css)

tag name = menu

allowed attributes = class, id, lang, style, title

tag name = ol

allowed attributes = class, id, lang, style, title

tag name = p

allowed attributes = align, class, id, lang, style, title

tag name = pre

allowed attributes = width, class, id, lang, style, title

tag name = small
allowed attributes = class, id, lang, style, title
tag name = span
allowed attributes = class, id, lang, style, title
tag name = strong
allowed attributes = class, id, lang, style, title
tag name = style
allowed attributes = media, class, id, lang, style, title
additional allowed attributes = type (allowed value = 'text/css'),
tag name = sub
allowed attributes = class, id, lang, style, title
tag name = sup
allowed attributes = class, id, lang, style, title
tag name = table
allowed attributes = height, width, border, bgcolor, cellpadding, cellspacing, background, align, noresize, class, id, lang, style, title
tag name = tbody
allowed attributes = align, char, charoff, valign, class, id, lang, style, title
tag name = td
allowed attributes = abbrev, align, axis, background, bgcolor, char, charoff, colspan, headers, height, nowrap, rowspan, scope, valign, width, class, id, lang, style, title
tag name = tfoot
allowed attributes = align, char, charoff, valign, class, id, lang, style, title
tag name = th
allowed attributes = abbrev, align, axis, bgcolor, char, charoff, colspan, height, nowrap, rowspan, scope, valign, width, class, id, lang, style, title
tag name = thead
allowed attributes = align, char, charoff, valign, class, id, lang, style, title
tag name = tr
allowed attributes = height, width, align, valign, char, charoff, background, class, id, lang, style, title
tag name = u
allowed attributes = class, id, lang, style, title
tag name = ul
allowed attributes = type, class, id, lang, style, title

9.3 Allowed Values for HTML Attributes

The following section defines the allowed values for HTML attributes. To determine if these attributes are allowed with specific HTML tags, be sure

to see ["Allowed HTML Tags" on page 188.](#)

attribute = abbrev

allowable values = A single paragraph of alphanumeric text. (Not supported by any major browser.)

attribute = align

allowable values = center, left, right, justify, char, top, texttop, middle, absmiddle, bottom, absbottom

attribute = alt

note = The 'alt' attribute provides alternative text to users when its visual representation is not available

allowable values = A single paragraph of alphanumeric text.

attribute = axis

allowable values = A name consisting of alphanumeric characters to be used to categorize table cells. (Not supported by any major browser.)

attribute = background

allowable values = All background images must be located on the same server as Marketplace uStores. Only relative paths are allowed (e.g., paths cannot start with 'http').

attribute = bgcolor

allowable values = The # character followed by a six-character hexadecimal value. This attribute also accepts a single word color name.

attribute = border

allowable values = Any positive number, which will be expressed in pixels.

attribute = cellpadding

allowable values = Any positive number, which will be expressed in pixels.

attribute = cellspacing

allowable values = Any positive number, which will be expressed in pixels.

attribute = char

allowable values = A single character that can be used for aligning content. (Not supported by any major browser.)

attribute = charoff

allowable values = Any integer, to be used as the number of characters the content will be aligned from the character specified by the char attribute. (Not supported by any major browser.)

attribute = class

note = The 'class' of any HTML attribute is usually a single word, but it can also be a list of class names separated by spaces.

allowable values = One or more alphanumeric names separated by spaces.

attribute = colspan

allowable values = Any positive integer.

attribute = headers

note = The 'headers' attribute is a space-separated list of cell IDs. Authors generally use the headers attribute to help non-visual user agents render

header information about data cells (e.g., header information is spoken prior to the cell data).

allowable values=One or more alphanumeric names separated by spaces.

attribute=height

allowable values=Digits that specifies the height of an element, either without a suffix (for pixels) or with the suffix % for percentage.

attribute=href

allowable values=A URL that specifies a relative path (e.g., images/login.jsp), an absolute path (e.g., http://www.school.edu/images/example.htm), or an anchor within a page (e.g., #top).

attribute=id

note=The 'id' of any HTML attribute should not contain anything besides letters and numbers

allowable values=An alphanumeric name.

attribute=lang

note=The 'lang' attribute tells the browser what language the element's attribute values and content are written in

allowable values=A two-character code that specifies a language.

attribute=media

allowable values=screen, tty, tv, projection, handheld, print, braille, aural

attribute=name

allowable values=An alphanumeric name of one or more words.

attribute=nowrap

note=The 'nowrap' attribute tells the browser not to wrap text that goes over one line

allowable values=Any characters.

attribute=rowspan

allowable values=Any positive integer.

attribute=scope

note=The scope attribute identifies whether a cell is a header for a column, row, or group of columns or rows. This attribute can be used by screen readers.

allowable values=row, col, rowgroup, colgroup

attribute=style

note=The 'style' attribute provides the ability for users to change many attributes of the tag's contents using a strict syntax"/>

allowable values=Any characters.

attribute=title

note=The 'title' attribute provides text that shows up in a 'tooltip' when a user hovers their mouse over the element

allowable values=An alphanumeric value of one or more words.

attribute=type

allowable values=circle, disc, square

attribute=valign

note=The 'valign' attribute of an HTML attribute is a direction word, like 'baseline','bottom','middle' or 'top'

allowable values=baseline, bottom, middle, top

attribute=width

allowable values=Digits that specifies the width of an element, either without a suffix (for pixels) or with the suffix % for percentage.

9.4 CSS Attribute Filters

A CSS attribute filter (also known as a CSS attribute hack) is a coding technique used to provide an alternative value for a CSS attribute. Typically, a CSS attribute filter is used so that Internet Explorer will render CSS in the same way as Firefox (and other browsers).

Marketplace's security validation process supports some CSS attribute filters that apply to Internet Explorer.

Supported CSS Attribute Filters

Here are the CSS attribute filters that can be used with Marketplace's security validation process:

The \9 CSS Attribute Filter (for Internet Explorer 6, 7, & 8)

This filter uses the \9 characters after the attribute values. This CSS attribute filter applies to Internet Explorer 6, 7, and 8. Only these browsers will use the padding attribute values specified on this line. Here is an example of how to use this CSS filter:

```
ul.menu li a {
    color: #333;
    padding: 5px 5px 5px 15px;
    font-size: 0.8em;
    font-weight: bold;
    padding: 4px 5px 6px 15px\9;
}
```

Browsers such as Firefox, Opera, Safari, and Chrome will use the padding values of 5px 5px 5px 15px; however, Internet Explorer 6, 7, and 8 will use the padding values of 4px 5px 6px 15px.

The Asterisk CSS Attribute Filter (for Internet Explorer 6 & 7)

This filter uses the * character at the beginning of the attribute line. This CSS attribute filter applies to Internet Explorer 6 and 7. Only these browsers will use the padding attribute values specified on this line. Here is an example of how to use this CSS filter:

```
ul.menu li a {
    color: #333;
    padding: 5px 5px 5px 15px;
    font-size: 0.8em;
}
```

```
font-weight: bold;
*padding: 4px 5px 6px 15px;
}
```

Browsers such as Firefox, Opera, Safari, and Chrome—as well as Internet Explorer 8—will use the padding values of 5px 5px 5px 15px; however, Internet Explorer 6 and 7 will use the padding values of 4px 5px 6px 15px.

The Underscore CSS Attribute Filter (for Internet Explorer 6)

This filter uses the `_` character at the beginning of the attribute line. This CSS attribute filter applies only to Internet Explorer 6. Only Internet Explorer 6 will use the padding attribute values specified on this line. Here is an example of how to use this CSS filter:

```
ul.menu li a {
    color: #333;
    padding: 5px 5px 5px 15px;
    font-size: 0.8em;
    font-weight: bold;
    _padding: 4px 5px 6px 15px;
}
```

Browsers such as Firefox, Opera, Safari, and Chrome—as well as Internet Explorer 7 and 8—will use the padding values of 5px 5px 5px 15px; however, Internet Explorer 6 will use the padding values of 4px 5px 6px 15px.

